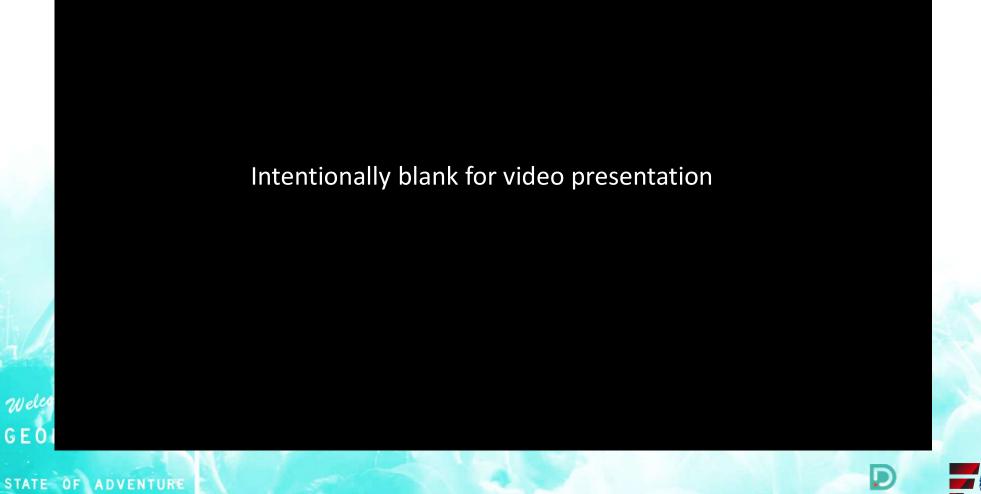
DeKalb Film Music and Digital Entertainment

Work Plan and Budget 2017









GEORGIA ENTERTAINMENT INDUSTRY

Georgia Entertainment Investment Act (2008)

- ➢ 30% state tax credit
- ➤ In the top 3rd Nationally
- ➤ In the top 5th in World
- ▶\$2.02B in direct spend in GA
- ≽ \$7B economic impact
- >\$84,000 average salary



DeKalb is Film Friendly

Decide DeKalb

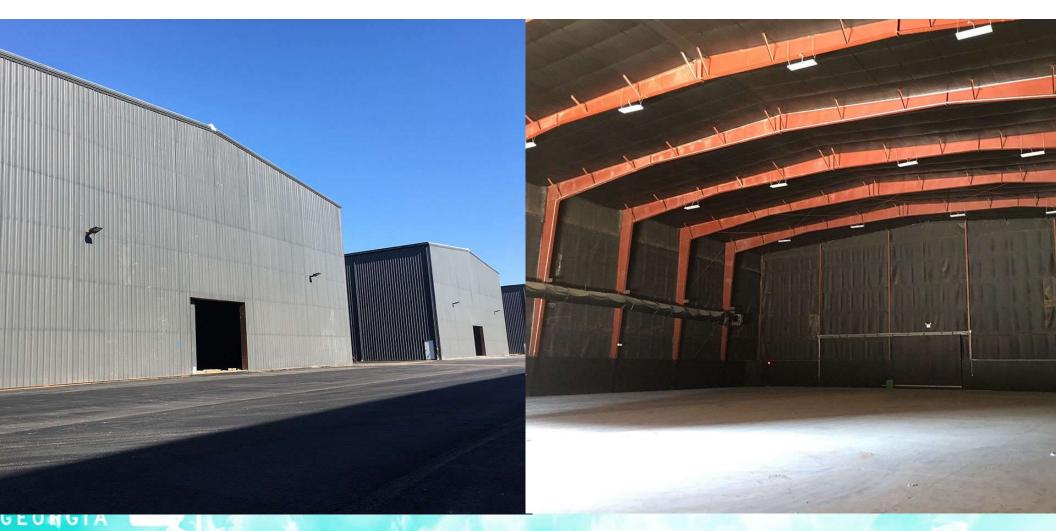
DEKALB ENTERTAINMENT INDUSTRY

- ✤ 125 Film projects 2011-2014
- ✤ 54 Film projects in 2015
- 108 Permits Issued for 2016 (300% increase since 2011)
- ✤ 38 Permits Issued for 2016 June-Dec
- ✤ 600+ IATSE Local 479 and Teamster members reside in DeKalb County
- DeKalb Film Permitting Ordinance (2016)
- DeKalb Film, Music and Digital Entertainment Commission (2016)

GEÓRGIA

Welcome





Blackhall Studios

STATE OF ADVENTURE

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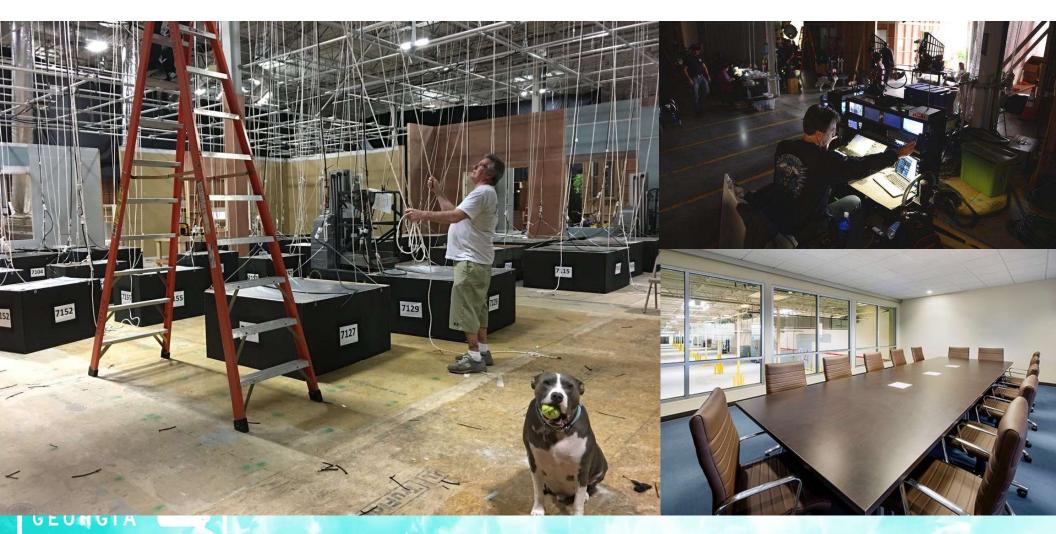


















ATLANTA AND SAVANNAH

To make the most of this unparalleled opportunity, both Atlanta and Savannah created Entertainment Offices.

- Atlanta budgeted \$480,000 for its Office of Film & Entertainment.
- ***** Atlanta claims more than \$1 billion in economic impact from film and TV.
- ✤ Savannah's Area Film Office has a budget of \$505,000.

Welcome

GEORGI

- Savannah offers \$1.5 million/year in incentives above the state credit.
- Savannah estimates a 2016 direct spend of \$62 million on film and TV.





DeKalb Film Commission



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DeKalb Film, Music & Digital Entertainment Commission

VISION

DeKalb County will have the State of Georgia's top performing creative economy and be recognized as the state's **best place to live learn**, **play**, **work and to conduct creative business**

GOALS

Lead the state in **competitiveness** as a location for business, investment, talent, innovation and visitors Lead the state in **economic growth and prosperity** Lead the state in **quality of life**

OBJECTIVES

- Improve employment in DeKalb County arts & entertainment sector
- Foster opportunities for prosperity
- Grow entertainment related businesses
- Expand global entertainment commerce

GEOR Increase DeKalb's attractiveness to industry workers, residents and visitors







DIGITAL ENTERTAINMENT

Digital Entertainment

Direct Jobs: 1,824

Wages: \$528 million

Exports: \$47 million

Revenue: \$758 million

Direct and Indirect Jobs: 8,719

State Tax Revenue: \$49 million

2012

Video Games* alone 2015

•2015

Direct Jobs 3,100 Direct and indirect Jobs ca. 12,000 Wages \$200 million Revenue: \$278 million

Economic Impact: \$550 million

Economic Impact: \$1.9 billion

Source: Georgia's Digital Entertainment Industry, 2012

"not counting casing games"

Rise in Digital Entertainmen



Academic	Program
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Digital Communication and Media/Multimedia (CIP 09.0702)

Animation, Interactive Technology, Video Graphics and Special Effects (CIP 10.0304)

Cinematography and Film/ Video Production (CIP 50.0602)

Recording Arts Technology/ Technician (CIP 10.0203)

Game and Interactive Media Design (CIP 50.0411)

Source: EMSI Totals: 124 1,176 850 % Increase
 Video Game Companies in GA

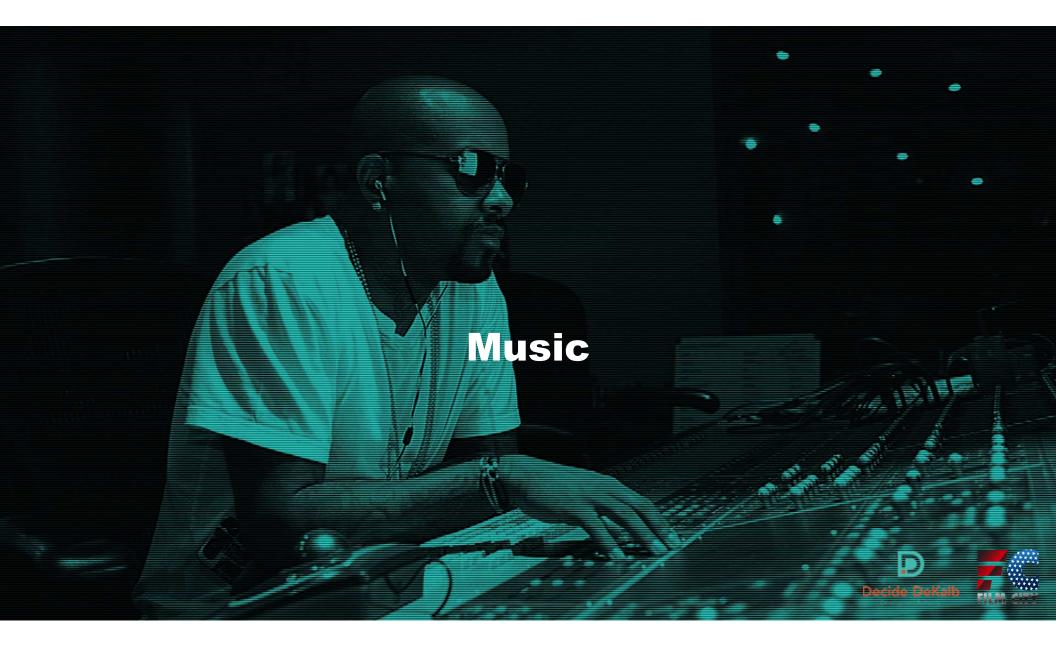
 •2008
 8

 •2015
 1,300 % Increase

DeKalb Top Digital Companies

- •CCP
- Games That Work
- •CDC
- •Gimme Games





Music Incentive

Georgia House Bill 155

Purpose - encourage growth of Georgia's music industry, create and sustain jobs and increase awareness of Georgia as a leading state for music production

15% income tax credit for live music rehearsals and tour origination, recorded music and music scored for film, TV and video games

If marketed and promoted Georgia has the opportunity to general \$85 million dollars of direct spend for the Georgia Music industry.

Welcom

GEORG



2017 Budget Proposal

D

Decide DeKal

SHORT TERM RECOMMENDATIONS

2017 Work Plan and Budget Proposal Strategic Plan Development and Implementation **Entertainment Speaker Series and Workshop Events Online Film Permitting Integration** Workforce and Education Initiatives Identify and Execute Strategic Partnerships & Sponsorships 68 Entertainment Strategic Plan Recommendations Welcome **Total Proposed First Year Budget = \$205K** GEORG STATE OF ADVENTURE Decide DeKa



WHO WE ARE

DFMDE Commission Board:

Executive Officers Mr. Andrew Greenberg, Chair Georgia Game Developers Association (GGDA)

Dr. Theodora Kay Beck, Vice Chair Georgia State University, Creative Media Industries Institute

Ms. Shannon Phillips, Secretary Media Education Foundation of Georgia (MEFGA)

 Board Members
 Mr. Mike Akins, IATSE, Local 479 Union

 Mr. Mike Akins, IATSE, Local 479 Union
 David L

 Mr. Clark Cofer, Georgia Production Partnership (GPP)
 David L

 Dr. Ivan L. Harrell, II, Georgia Piedmont Technical College (GPTC)
 Mr. Jeffrey Stepakoff, MFA (Ex Officio Member), Georgia Film Academy (GFA)

 Mr. Matt Still, Georgia Music Partners (GMP)
 Mr. Barry Stoltze, Screen Actors Guild (SAG-AFTRA)

 Ms./Beth Talbert, Georgia Studio Infrastructure Alliance (GSIA)
 Mr. Stillance (GSIA)

Decide DeKalb Development Authority:

Ray Gilley, President Shelbia Jackson, Project Coordinator

Consultants:

Film & Entertainment: LaRonda Sutton - Film City, LLC Dee Dee Murray - Film City, LLC

Music: Shanti Das - Press Reset Entertainment

Digital Entertainment: David Lieberman - The Anigraphical Etudes



