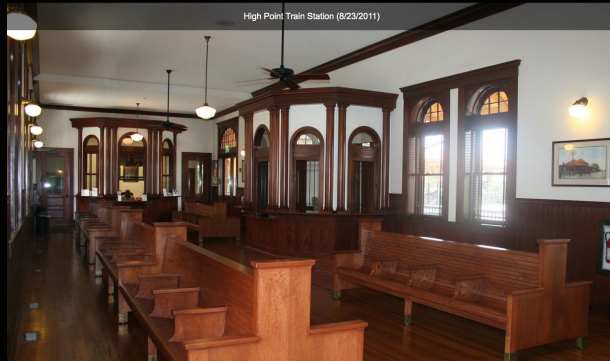


The Piedmont Triad Film Commission

Opportunity for the Expansion of Film Business in the Region

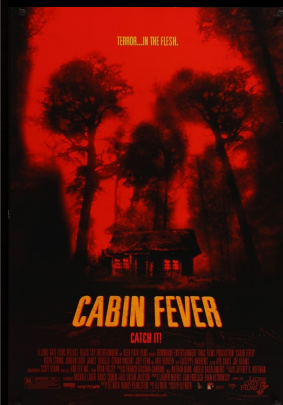




OUR MISSION: Economic Development

The PTFC creates economic development by marketing the area's locations and workforce/infrastructure to recruit the business of feature film, television, commercial and new media business to the region which creates local well paying jobs and provides a huge and immediate economic boost.

Prior to 2015, we recruited 32 million dollars on average to the region annually resulting from big budget projects like these (and many many more).



In 2015, the film incentive was drastically reduced. Film business came to an abrupt and devastating halt. This resulted in losing crew to other states, loss of bricks & mortar businesses that supported the industry, and the loss of the substantial economic impact to a wide variety of big and small businesses and the positive publicity that result.

How is this possible with all we have to offer?

Three major cities

Picturesque small towns

Diverse locations



Experienced crew

Nationally Acclaimed Film Schools

Affordable

Accessible

Since changes were made to the film incentive in 2015 not one bigger economic impact project to qualify for the current NC Film Grant has filmed in the Piedmont Triad.



Still from "Cabin Fever" which filmed in Surry, Forsyth, Stokes and Randolph counties.

2014 NC Film Incentive vs Current NC Grant

Minimum spend to qualify:

\$250,000 for all productions

Minimum spend to qualify:

\$250K commercials

\$500K TV movies

\$550K TV series average per episode

\$1.5 million for feature films

Cap per project:

\$20 million

Cap per project:

\$15 million for TV series

\$7 million for features & TV movies

\$250,000 for commercials

Cap per year for incentive: none

Cap per year for grant: \$31 million (In recurring funds)

Regions Benefitting:

All regions of NC

Regions Benefitting:

1) Wilmington 2) Charlotte

(A distant 3rd – Asheville region)

Our closest (and biggest) competitors

Georgia

Min spend \$500,000 for all projects
\$30 transferrable tax credit
No per project cap
No cap on person's salary
No overall annual cap

South Carolina

Min spend \$250,000 for all
25% rebate in state wages
20% rebate out of state wages
30% rebate on supplies

In 2020 Georgia's Film Industry generated 4.1 Billion in direct spending on productions in the state.

Where's the Crew?



(Still from Fiat commercial "The Italians Are Coming" filmed in Old Salem.)

CHALLENGE:

The Piedmont Triad can't compete with Charlotte, Wilmington or Asheville for the economic benefits (jobs, dollars, permanent infrastructure) provided by the NC Film grant due to a lack of union crew.

A REGIONAL SOLUTION:

Offer a 10% incentive on qualifying productions to compliment the state's 25% incentive and to offset the cost productions would incur to house and pay per diem for out of town crew.



Still from "Are You Here" with Owen Wilson, Zach Galifianakis, and Laura Ramsey

Savannah Entertainment Production Incentive

(Managed by the Savannah Economic Development Authority)



10% Rebate on Qualifying Spend:
Feature Films with budgets over \$4 million
Minimum spend of \$500,000 in Chatham Co.
Main Office must be based in Chatham Co.
50% of shooting days within 60 miles of Savannah
Cap of \$100,000 per project
Cap per year of \$1,000,000

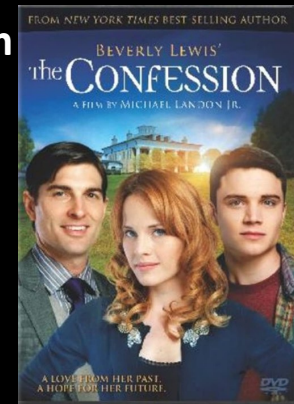
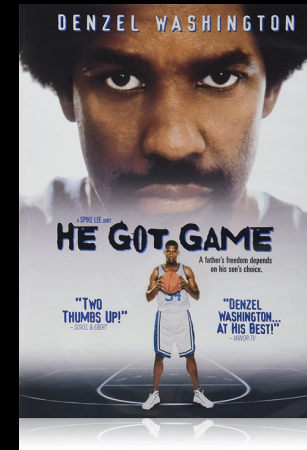
Suggestion for a Regional Solution

**10% rebate on Piedmont Triad spending to
compliment the state's 25% rebate**

To qualify, productions must meet the following criteria:
Feature films (or TV series) with budgets over \$5 million dollars.
Minimum spend: \$750,000 dollars within the Piedmont Triad.
75% of shooting days must be in the Piedmont Triad.
The production office must be based within the Piedmont Triad.
Cap per project - \$300,000
Cap per year: \$600,000

Results from offering a regional incentive include:

- 1) Recruiting bigger economic impact projects, including TV series on a consistent basis.
- 2) Recruiting business, that has historically, and will again, spend money directly in every single Piedmont Triad county!
- 3) Creating well paying jobs which help us retain local crew including film school graduates and attract new talent.
- 4) Attracting brick & mortar businesses that support this industry (studios, equipment rental companies, etc.).
- 5) Create positive publicity for the region and build tourism.





Case Study: *The Disappointment's Room*

\$10.9 million Direct Economic Impact over 4 months (NCDOR numbers from audit)

Filmed in Guilford, Forsyth, Rockingham and Randolph Counties

411 NC crew members were hired

Booked over 2,000 room nights in Guilford Co.

\$192,360 spent at Sheraton & Grandover

(Other hotels patronized include O'Henry, Proximity, Homewood Suites, Extended Stay America and Studio 6)

45 local businesses were listed on their vendor list (which were companies used frequently) including dry cleaners, florists, rental car companies, paint & hardware supply stores, beauty supplies, plumbers, portojohns, off duty sheriff deputies, lock & key services, structural engineers, security, & more.

Projects prior to 2015 that benefitted from the NC Film Incentive

Economic Impact of Several Film Projects in Piedmont Triad Prior to 2015

This is information provided by the NC Department of Revenue reflecting amounts collected from production audits on direct NC expenditures. This is not a complete list of all projects, this is just to demonstrate the economic benefits of this business.

"Are You Here" Filmed in 2012

Feature film by Matt Weiner, creator of "Mad Men" series and starring Owen Wilson, Zach Galifinakis and Amy Poehler

| Counties Where Filmed | \$ NC Goods | \$ NC Services | \$ NC Wages | \$ NC Fringe | \$ NC Other | TOTAL SPEND IN NC | # NC Jobs Created |
|-----------------------|--------------|----------------|--------------|--------------|-------------|-------------------|-------------------|
| Surry | \$ 2,795,096 | | \$ 6,615,763 | \$ 1,534,952 | | \$ 10,945,811 | 473 |
| Stokes | | | | | | | |
| Yadkin | | | | | | | |
| Rockingham | | | | | | | |
| Forsyth | | | | | | | |
| Guilford | | | | | | | |

"The Ultimate Life" Filmed in 2013

Faith-based film directed by Michael Landon Jr.

| Counties Where Filmed | \$ NC Goods | \$ NC Services | \$ NC Wages | \$ NC Fringe | \$ NC Other | TOTAL SPEND IN NC | # NC Jobs Created |
|------------------------|-------------|----------------|--------------|--------------|-------------|-------------------|-------------------|
| Forsyth (Tobaccoville) | \$ 700,711 | \$ 1,396,438 | \$ 1,331,272 | \$ 251,130 | \$ 55,418 | \$ 3,734,969 | 209 |
| Rockingham (Madison) | | | | | | | |

"The Disappointments Room" Filmed in 2014

Psychological Thriller starring Kate Beckinsale

| Counties Where Filmed | \$ NC Goods | \$ NC Services | \$ NC Wages | \$ NC Fringe | \$ NC Other | TOTAL SPEND IN NC | # NC Jobs Created |
|-----------------------|--------------|----------------|--------------|--------------|-------------|-------------------|-------------------|
| Forsyth | \$ 2,682,772 | 174,,240 | \$ 6,529,516 | 7,405,789- | \$ 55,418 | \$ 10,792,317 | 411 |
| Rockingham | | | | | | | |
| Randolph | | | | | | | |
| Guilford | | | | | | | |

Economic Impact Numbers from the NC Department of Revenue

North Carolina Department of Revenue Film Production Tax Credits and Grants Credits Received/Grants for Tax Year Ending in 2021

| Taxpayer Name | Production Name | County | Qualifying Spending on | | | | | | Total Spending | People Employed | Cost of Credits/Grant |
|------------------------------|------------------------|---|------------------------|-----------------|------------------|-----------|-----------------------|-----------------|------------------|-----------------|-----------------------|
| | | | Goods | Services | Wages | Insurance | Employee Fringe Cont. | Other | | | |
| Reprisal 1 Productions, LLC | Reprisal - Season 1 | Bladen, Brunswick, New Hanover, Pender, Sampson | \$ 9,545,308.00 | \$ 1,090,291.00 | \$ 21,331,789.00 | | \$ 5,671,889.00 | \$ 1,046,798.00 | \$ 38,686,075.00 | 1,403 | \$ 9,671,518.75 |
| Home Again Productions, LLC | Halloween Kills | Brunswick, New Hanover | \$ 6,232,311.15 | \$ 403,989.19 | \$ 13,407,390.27 | | \$ 3,615,906.91 | \$ 706,482.22 | \$ 24,366,079.74 | 1,207 | \$ 6,091,519.93 |
| Lightsavior Productions, LLC | The Georgetown Project | New Hanover | \$ 3,437,689.73 | \$ 87,883.93 | \$ 7,304,577.41 | | \$ 2,181,216.54 | \$ 155,769.83 | \$ 13,167,137.44 | 767 | \$ 3,032,467.75 |
| Hock Productions, LLC | The Eyes of Tammy Faye | Cabarrus, Gaston, Mecklenburg, | \$ 3,570,702.00 | \$ 442,326.00 | \$ 7,596,980.00 | | \$ 2,188,933.00 | \$ 594,266.00 | \$ 14,393,206.00 | 1,179 | \$ 3,598,301.50 |
| | | | \$ 22,786,010.88 | \$ 2,024,490.12 | \$ 49,640,736.68 | \$ - | \$ 13,657,945.45 | \$ 2,503,316.05 | \$ 90,612,498.18 | \$ 4,556.00 | \$ 22,393,807.93 |



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