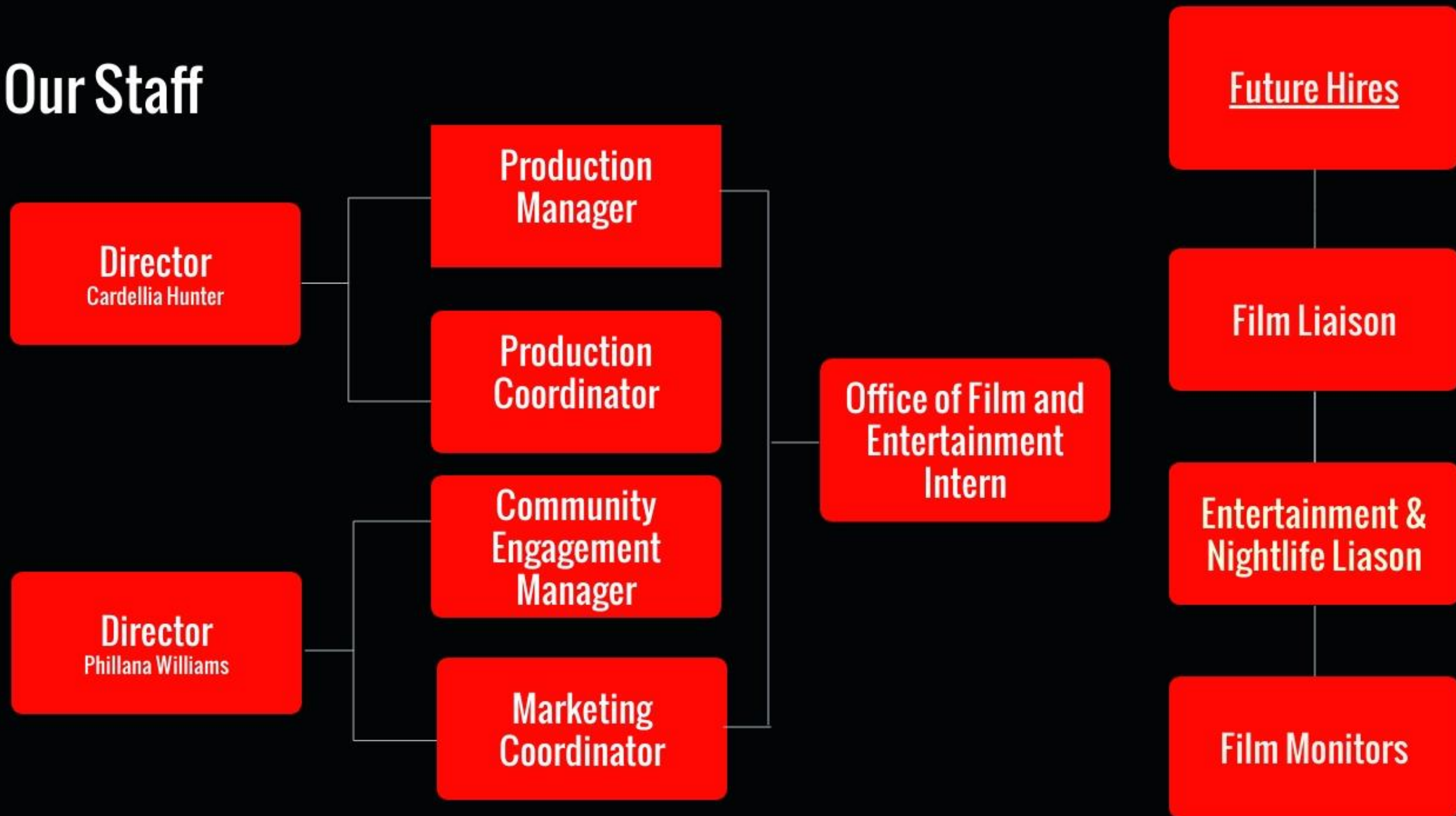




Atlanta Mayor's Office of Film & Entertainment



Our Staff



AMOFE

GA's Film Industry

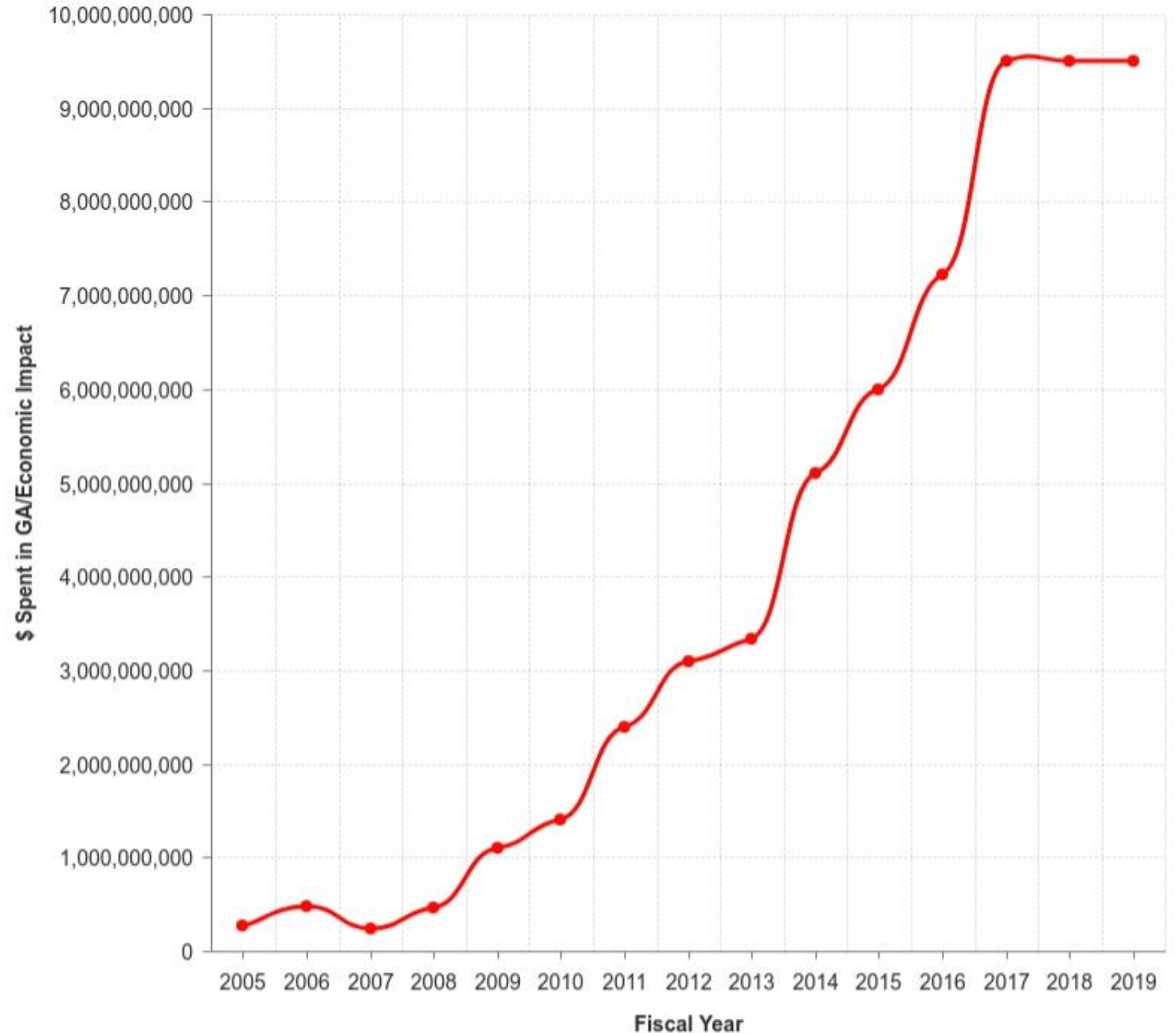
TOTAL AMOUNT OF MONEY SPENT IN
GA FROM 2005-2019

\$62.154
BILLION

Number of Productions from
2005-2019

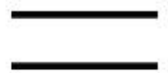
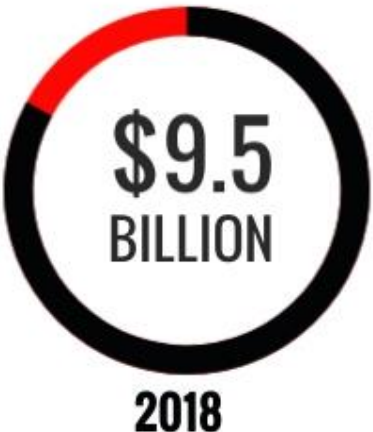
4,354

Films in Georgia



GA's Film Industry

Economic Activity



4,000%
Increase

The Industry is responsible for

\$4.6 B
In wages



92,100
Jobs



28,700
Georgians w/ jobs

Georgia Entertainment Industry Profile



Fiscal Year 2019 (July 1, 2018 - June 30, 2019)

Feature, Independent, TV, and Episodic Production

Total Combined Productions: 271

Total Combined Budgets: \$2.8B

Commercial Production

Commercials: 91

Total Commercial Budgets: \$24 M

Music

Music Videos: 29

Total MV Budget: \$2.6 M

Direct Spend of Productions = \$2.9 B



What is Set South?



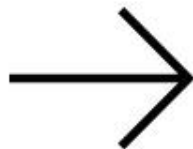
SET SOUTH ATLANTA IS AN ALL-ENCOMPASSING DIGITAL PLATFORM FROM THE ATLANTA MAYOR'S OFFICE OF FILM AND ENTERTAINMENT THAT SERVICES THE PRODUCTIONS AND CONSTITUENTS WHO ENGAGE IN OR ARE IMPACTED BY ATLANTA'S FILM AND ENTERTAINMENT BUSINESS,

Set South



Set South acts as the crucial link that encourages mutual collaboration between companies, filmmakers, creatives and Atlanta's local entertainment community.

With Set South, its primary mission is to be vital, informational resource for those who want to engage in and be a part of a more film-friendly Atlanta.



Permits



Community
Engagement



Initiatives

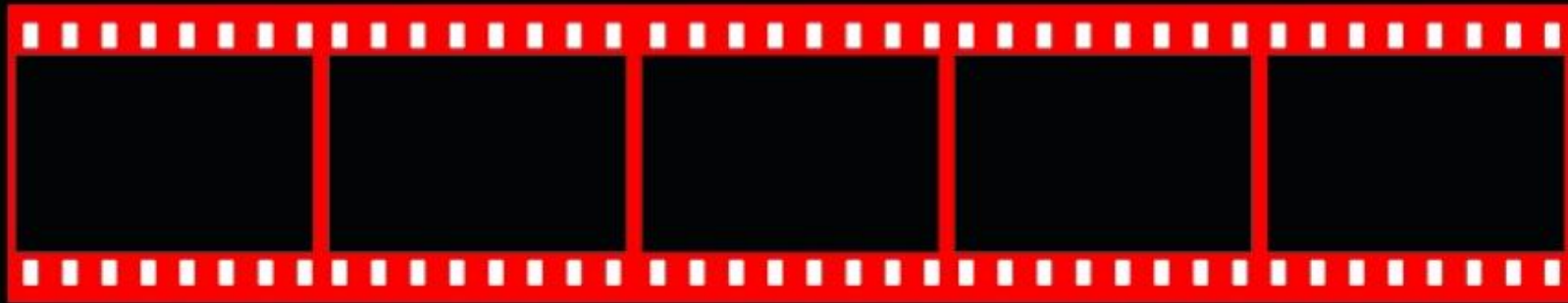


Resources
(Council Persons,
NPU's, Liaisons, etc..)



The Film App...

One stop shop for all production needs



Accepts film applications online

Consults and notifies stakeholders

Generates invoices and takes payments

Issues permits and generates reports

A cloud base system that allows both the filmmaker and the administrator to manage complex film shoots using simple online tools.

Productions Filmed in 2019



DC Entertainment
Suicide Squad 2



Sony Pictures
Bad Boys for Life



Netflix
Stranger Things Season 3



20th Century Fox
Television The Resident



Paramount Pictures
Coming 2 America



Oprah Winfrey Network
Greenleaf Season 4



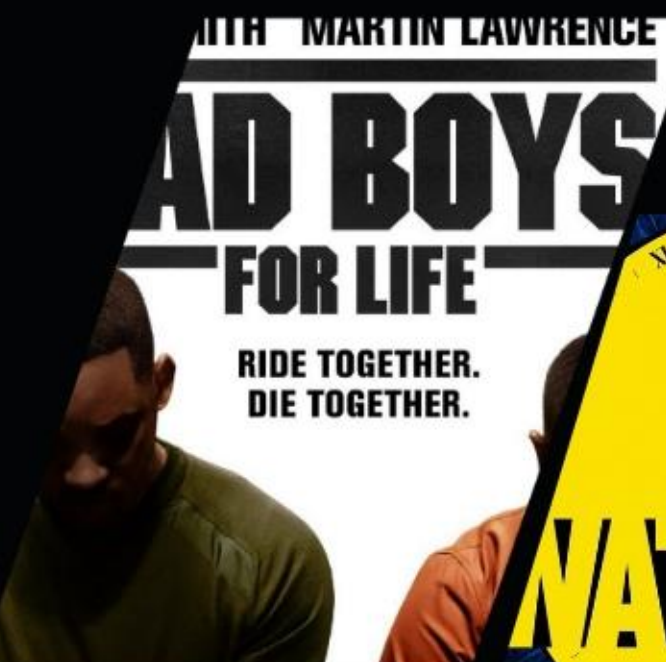
AMC Network
The Walking Dead
Season 10



Warner Brothers
Richard Jewell



BET Network
American Soul



Productions
filmed in 2019

Upcoming Activations 2019-2020



1

SCAD,
Savannah Film
Festival
10/26 -11/02

2

Sundance Film
Festival
Park City, Utah
01/23 - 02/2

3

South by
South West
Music Festival
Austin, Texas
03/16 -
03/22

4

WIFTA Pitch!
Atlanta
February 2020

5

Atlanta Jewish
Film Festival
02/10 -
02/27

7

Cannes Film Festival
Cannes, France
05/12 - 05/23

8

Bronzelens
Film Festival
August 2020

6

Councilmember Joyce
Shepherd/District 12
Film Symposium
03/21

Creative Industries Fund



A joint pilot program launched by the Mayor's Office of Film & Entertainment and Invest Atlanta to assist our city's independent content creators and creative entrepreneurs. The program offers loans with low interest rates and flexible repayment terms for local creatives in Film, Music, and Digital Entertainment to use for the following:

- Production
- Post-Production
- Marketing Outreach
- Distribution
- Touring/Festivals
- Prototype Development
- Product Development
- Sales and Attractions

Sustainability

Atlanta



Connecting Talent with Opportunity
A proud partner of the AmericanJobCenter network



Sustainability Workforce Development

AMOFÉ will work in conjunction educational institutions to provide short-term, hands-on training to Atlantans interested in transforming their skills into the film and tv industry.

Atlanta Public
Schools



Creative Media
Industries
Institute
(Georgia State)



Georgia Film
Academy



Atlanta
Technical
College



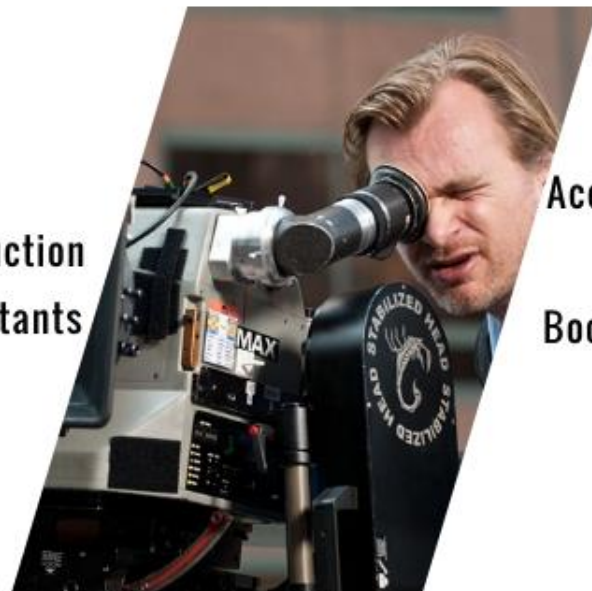
Sustainability Access to Jobs

In partnership with Worksource and Invest Atlanta, AMOFE will partner with businesses to provide on the job training and shadowing programs to Atlantans interested in transitioning their skills into the film & television industry.

Lighting
Technicians



Production
Assistants



Accountants
&
Bookkeepers



Construction
Workers



Wardrobe
Stylists



Musicians



Actors &
Actresses



AMOFÉ

Sustainability Investment

AMOFÉ will continue to attract large and small businesses to maximize Georgia's tax incentive to ensure a sustainable infrastructure.

Moonshine Post
Production



GA Props
Service



Southeast
Costume
Company



ATLier Prop
House



Tyler Perry
Studios



Black Hall
Studios



Film Monitor Program



In response to community concerns with on-location filming, particularly in neighborhoods that are popular with filmmakers, the Mayor's Office of Film & Entertainment is working towards creating a Film Monitor Program.

Monitors will be AMOFÉ's eyes and ears on the street assigned to sensitive filming locations to provide community members and film production companies third-party support throughout the filming day.

Monitors to be assigned to on-location film productions to compliment location managers by serving as "ambassadors" and a point of contact for residents and business owners who may have concerns or questions about the filming process.

Monitors will serve as a liaison between AMOFÉ and production companies.

Monitors will work to make sure filmmakers work within the terms of their permit and when necessary communicate to AMOFÉ changes and/or extensions needed to active permits.

Monitors will interact with the public and production companies to resolve issues such as parking of production vehicles, noise concerns, production equipment blocking driveway access and making sure the area is left clean or in a better condition than when crews arrived.

Monitors will be trained by AMOFÉ production team and education partners.

Monitors' service will be paid by production company (subject to ordinance updates).

AMOFÉ Ordinance Updates



AMOFÉ is currently working on updating our ordinance to make sure we are aligned with the needs of the communities and production companies.

Possible Updates Include:

- Film Monitor Program
- Increased Fees, especially for Rushed Permits
- Neighborhood Beautification Programs
- Increased Communication Portals

THANK YOU!

