

GEORGIAFILM ACADEMY

Responding to a Rapidly Growing Georgia Workforce Need

Film and TV Economic Impact in GA

FY 2007 \$242 million

FY 2015 \$6 billion

2500% Increase

Marvel's 2015 ANT MAN



3500 Georgians employed
\$106 million spent in GA

2008 GEORGIA ENTERTAINMENT INDUSTRY INVESTMENT ACT

America's Best Film Tax Credit



20% Transferable Tax Credit

10% more with GA Logo

No Limits

No Caps

No Sunset Clause



Jennifer Lawrence

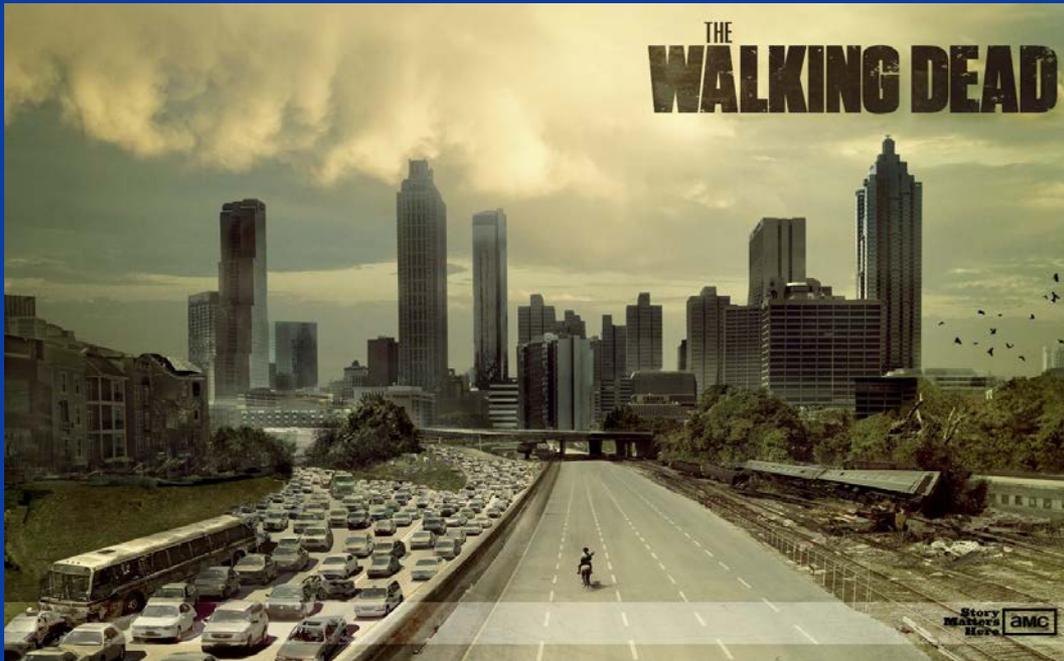
THE HUNGER GAMES: CATCHING FIRE
30% Tax Credit on a \$10 Million Salary

Film and TV Production has been Transformative

- 248 film and TV productions shot in GA in FY 2015
- GA is among Top Three production centers in the country
- Massive studio infrastructure development
- Total Film/TV workforce (direct and indirect) in GA is over 100,000
- Average salary is \$84,000
- Many make over \$150,000
- Hollywood now “knows” Georgia
- We are building to a self-sustaining Critical Mass...

THREATS TO SUCCESS

- Insufficient workforce
- Lost production opportunities
- Lost jobs to out-of-state crew
- Lost film tax credit benefits



80 Episodes
\$2.8 Million an Episode



A collaborative effort of The USG and TCSG

MISSION:

1. Coordinate, support, and represent entertainment industry job training in Georgia
2. Train, certify, and help place Georgians into high demand film production jobs
3. Help build a permanent and sustainable entertainment industry in GA



GEORGIAFILM
ACADEMY

Immediate Response

1. GFA Film Production Certificate training program
2. Support existing USG and TCSG courses and programs in needed areas
3. Provide guidance in development of needed courses and programs
4. GFA Workforce Office
5. GFA Capstone Office
6. Represent Georgia's entertainment industry workforce



UNIQUE ASPECTS OF ENTERTAINMENT INDUSTRY EMPLOYMENT

1. Hiring is decentralized – Dept. Heads and “Keys”
2. Unions play a role
3. Work is Job-to-Job
4. Reputation is critical
5. Practical “on-set” experience is essential
6. Culture of apprenticeship

THE GFA FILM PRODUCTION CERTIFICATE TRAINING PROGRAM – Two Courses

Course One – comprehensive, intensive, fundamentals of film production

- All major crafts examined
- Soup to nuts study of film production
- Core learning outcomes include everything required to work on-set
- 6 hours a week for one semester, plus out of class production work
- GFA Fundamentals of Film Production Training Certificate

Course Two – hands-on workshop in independent moviemaking

- A screenplay or TV pilot written by a USG or TCSG student, or a professional
- Production resources of an independent film company partner
- Students crew an entire film production
- An entire semester on set
- GFA Advanced Film Production Training Certificate

Plus... Additional craft-specific courses



THE GFA FILM PRODUCTION CERTIFICATE TRAINING PROGRAM

The GFA will:

- Train veteran crew members – and/or qualified USG and TCSG instructors – in the standardized curriculum
- Send the trained instructors to partner USG and TCSG institutions
- Send professional equipment packages to the schools
- Make available production facilities at industry partner sites

Credit hours accepted for degree programs at both USG and TCSG

Program offered to the public on the site of industry partners

Pilot classes will begin in January

THE GEORGIA FILM ACADEMY AT PINEWOOD STUDIOS ATLANTA



- 10,000 sq. feet of classroom space
 - State of the art post production
 - Resources to teach the full range of film and TV development and production, plus...
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- A dedicated 15,000 square foot sound stage – GFA Stage 12
 - Think Quick Start
 - Stage will be marketed to professional productions
 - Construction to be complete Six Months from start
 - Unprecedented in this country