



You Get The Picture

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Summer 2005

Georgia's New Incentives



Photo: (L-R) Director Greg Torre, Governor Sonny Perdue and Commissioner Craig Lesser at bill signing ceremony.

The Georgia Entertainment Industry Investment Act, signed last month by Gov. Sonny Perdue in a ceremony at Turner Broadcasting System's Turner Studios, will level the playing field with the state's

competitors and will benefit commercial production in Georgia, according to the Governor and the Georgia Department of Economic Development (GDEcD).

GDEcD officials say the bill's benefits were formulated to appeal not only to feature film and television producers but to commercial producers as well.

Don't Be Left Out

The Georgia Music Production SourceBook is currently accepting listings for the 2005-2006



edition. The Georgia Film, Video & Music Office is partnering with Oz Publishing to print and publish online a complete listing of music industry resources in the state. The final deadline for listings and to reserve advertising space is July 29, 2005.

For more information regarding inclusion in the Music SourceBook, please call Gary Powell at Oz Publishing 404.633.1779 or sign up online at either www.ozonline.tv or www.filmgeorgia.org.

Incentives... continued on page 3

Atlanta Summer is Perfect for Sweet Tea Pictures

Sweet Tea Pictures has chosen Atlanta's metro hip-hop culture as the backdrop for filming the *Untitled Chris Robinson Project*, coming of age story about four teenagers.

Meeting on Sunday nights at a fabled local roller rink, Rashad and his team skate to escape from the problems of their everyday lives. The dynamics of the group change when Rashad meets the irresistible New-New, a talented skater in her own right. In the face of a major skating competition, each of the teens discovers who they are and how

Sweet Tea... continued on page 4

29th Annual AFF Winners

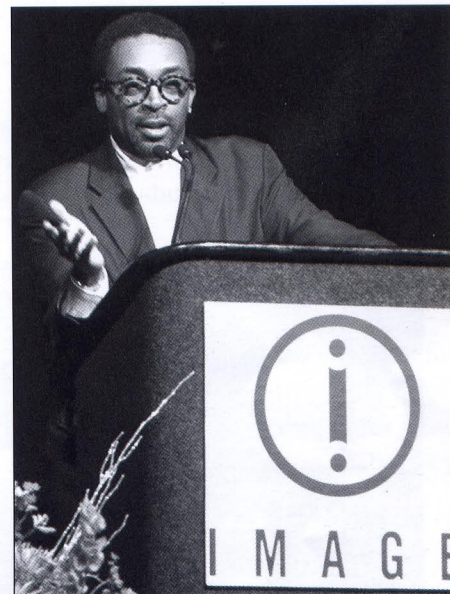


Photo: Spike Lee

During the 29th Annual Atlanta Film Festival (AFF) produced by IMAGE Film & Video Center, over 150 films and videos from around the world were screened including works produced locally by Georgia filmmakers. The festivities kicked off with the 5th Annual Awards Ceremony & Premiere Party on June 8 which honored filmmakers, actors and supporters of the film industry in the Southeast. Director/producer/writer and actor Spike Lee received the first Ossie Davis Award for innovation in filmmaking. Also honored during the evening were Clark Atlanta University's Dr. Herbert L. Eichelberger, award-winning documentary producer

AFF Winners... continued on page 5


Big Can Be Bad!

Leo Ticheli Productions has received a Silver Telly Award for their commercial *Big Can Be Bad!* The spot was produced with BBDO/Atlanta for Check It Today, a local non-profit organization whose mission is to increase prostate cancer awareness.

BBDO/Atlanta and Laverne Hypolite, executive director of Check It Today, required a power spot that could stand up to other commercials running during the Super Bowl, but their non-profit resources were slim. The goal was to reach men in a humorous way. Double entendres drive the spot. BBDO/Atlanta vice president and director of business development Michael Palma suggested a sports bar setting because the commercial was to run during the Super Bowl.

The spot was shot on location at Stooges, an Atlanta restaurant and bar. Cameron Ticheli and Leo Ticheli also



Photo: (L-R) Thomas Elliot, Quincy Bonds and John Cornetta cast Atlanta actors Thomas Elliot, Quincy Bonds and John Cornetta through Stilwell Casting. For more information, visit www.ltpro.com. 

Incentives... continued from page 1

According to Greg Torre, director of the Georgia Film, Video & Music Office, the tax credits were developed with commercial spot production as a primary target market.

"The legislation supplies a critical element to an already excellent Georgia production package: serious cost savings," said Torre. "Georgia has incredible diversity in terms of scenery and geographic features. Locations that range from the foothills of the Georgia mountains an hour north of Atlanta, to the small historic town squares that dot the state, to the 19th century architecture and cobblestone streets of Savannah on the coast will add texture and production value to any storyboard."

According to Torre, these location resources complement the state's deep crew base, abundant on-camera talent, world-class post production community, state-of-the-art equipment and ease of access through Hartsfield-Jackson Atlanta International Airport. Since the office's inception in 1973, commercials have and continue to be the cornerstone of media production in Georgia.

The new program offers a base tax credit of nine percent on Georgia expenditures with uplifts based on Georgia job creation, expenditures in less-developed counties and for multiple television projects by a single producer.

The base tax credit will apply to the company's total in-state spend through both residential and non-residential wages and qualified expenditures on materials and services. To encourage the employment of Georgia cast and crew, companies will receive an uplift of three percent resulting in a tax credit equal to 12% for in-state hires. To encourage filming in unique locations throughout the state, companies will receive an additional three percent credit for qualified expenditures in regional counties outside of metro Atlanta. If a production company invests more than \$20 million in the state in multiple television projects in a single year, it will be entitled to an additional two percent credit, resulting in a base investment credit of 11% percent.

Companies must spend a minimum of \$500,000 in the state to qualify for the credit. Production companies who have limited or no Georgia tax liability will be permitted to sell their tax credits to Georgia taxpayers.

The new act supplements a sales tax exemption for film, video and commercial producers that has been in effect since 2002. Torre noted that the state continues to develop and grow the commercial industry through familiarization tours tailored for commercial producers and by encouraging locally headquartered companies to utilize Georgia resources, infrastructure and locations in their spot production.

In 2004, 182 commercials were produced in Georgia for a total combined budget of \$24.6 million over 359 shooting days. The business has experienced steady growth during the film office's 30-plus years of existence according to Torre, who estimates the rate of growth is approximately five to 10% a year.

For more information, visit www.filmgeorgia.org or call 404.962.4052. 