





GEORGIA'S FILM INDUSTRY: A BLOCKBUSTER SUCCESS FOR THE STATE

Every \$1 in Film Tax Incentives Generates a Return on Investment of \$6.30 in Economic Impact for the State of Georgia

Since the introduction of the film tax incentive, Georgia has gained prominence as one of the leading film and television production hubs in the world – attaining this status in a time of major competition across the United States and globally. A newly released study takes a comprehensive look at the economic impact of the tax incentive, and the role it plays in Georgia's success. The findings from the nine-month expanded economic study are based on unprecedented access to new data; extensive qualitative and quantitative research; and sector-specific IMPLAN modeling, a robust economic modeling tool widely used over the past 40 years by local governments, business professionals and academics to analyze economic development policies and programs.

The study found that less than 8% of Georgia's production activity would have occurred without the film tax credit. Measuring activity that occurred only due to the tax incentive, the study found significant returns for the state of Georgia.

2022 Economic Impact of Georgia's Film Tax Incentive

			
59,700	\$3.54B	\$5.54B	\$8.55B
JOBS	LABOR VALUE	ECONOMIC VALUE ADDED	TOTAL ECONOMIC OUTPUT

Protecting the film tax incentive preserves the return on investment that benefits all Georgians, ensuring the delivery of economic benefits, jobs, and opportunity to citizens across the state.

EVERY \$1 IN FILM TAX INCENTIVES **GENERATES \$6.30** IN ECONOMIC IMPACT FOR THE PEOPLE OF GA

The Film Industry Brings Jobs for Georgians and Opportunities for Georgia Students Across the State

Georgia's investments in the film industry boosted its position as a global leader in the creation of digital entertainment and related opportunities that come with it. Today, Georgia workers – and students – can pursue training and highly desirable, well-paying jobs that keep intellectual property and talent in the state. The tax credit fuels thousands of jobs for hardworking Georgians, creating jobs that range from electricians and construction workers to digital artists and computer programmers. Families and small businesses throughout the state count on the opportunities created by the tax credit.

GEORGIA RESIDENTS HOLD
80-90%
OF ON-SET
CREW POSITIONS



20,000+
GEORGIA FILM
ACADEMY (GFA)
GRADUATES 2018-2022



AVERAGE ON-SET
PRODUCTION JOB
IN GEORGIA PAYS
\$86,000

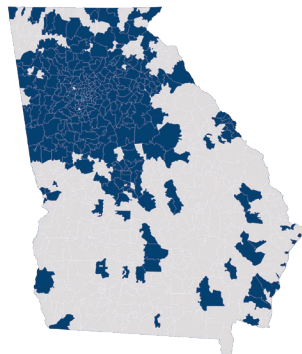


1,200 GFA
STUDENTS RECEIVED
PAID, HANDS-ON TRAINING
WITH MORE THAN
150 FILM + TV PRODUCTIONS



Homebase Counties of IATSE 479 Crew Members

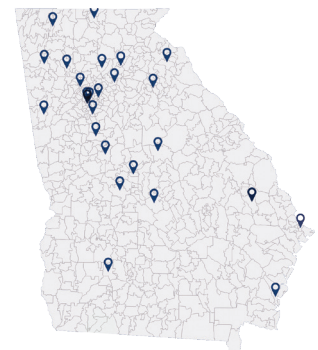
Increasingly, residents of counties outside metro Atlanta are working in high-paying, on-set crew positions such as set builders and camera operators. IATSE 479, one of several unions serving the film industry, provides crew members with benefits including healthcare and retirement plans.



Map data © Esri, TomTom, North America, Inc., United States Postal Service - Created with Datawrapper

Georgia Film Academy Locations

The Georgia Film Academy (GFA) is considered the gold-standard worldwide for training future workers and helps ensure more talented Georgians remain in state to work. The GFA is in 28 University & Technical College System of Georgia institutions across the state.



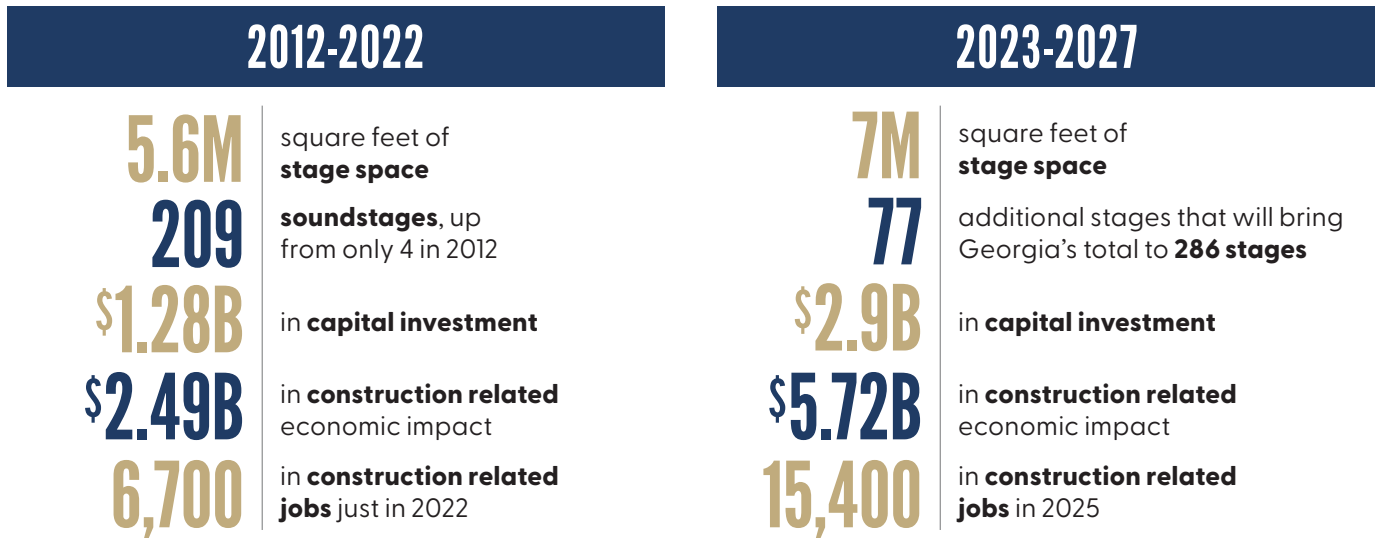
Map data © Esri, TomTom, North America, Inc., United States Postal Service - Created with Datawrapper

Studio Infrastructure Investment is on the Rise, Bringing Jobs and Economic Development to Communities Throughout Georgia

Keeping Georgia’s film tax incentive stable is key to capitalizing on studio construction investment and jobs. From 2012-2022, the tax incentive spurred \$1.28 billion in studio construction, an investment that 94% of studio owners say **would not have gone forward** in the absence of the tax credit. It’s notable that investment and spending on studio construction itself is not eligible to receive the film tax credit.

There is also significant studio construction investment planned in the coming years – nearly \$3 billion – and studio owners confirmed that 100% of the investment is dependent on a stable tax incentive.

The benefits of studio construction are significant for local communities and jobs:

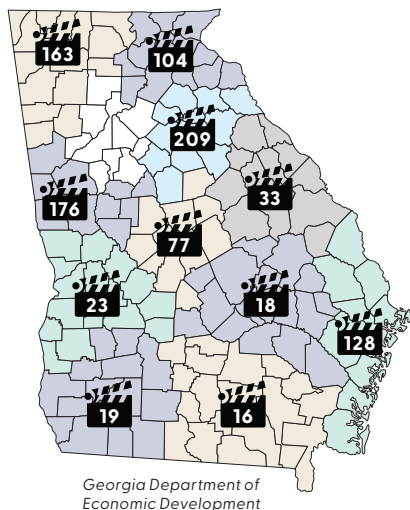


Georgia’s Film and Television Production Industry Drives Tourism

Tourism related to the state’s film industry generates considerable additional visitor expenditure, benefiting local businesses such as hotels, shops, and restaurants, and contributing to community pride and Georgia’s overall brand.

Regional Film Production Activity 2007- 2023

Film and television productions are a proven motivator for tourists to visit an area and can provide a significant boost for a community’s marketing, brand building and tourism efforts. Film productions have shot in every region of Georgia, and towns can capitalize on their status as a film destination. Senoia revitalized its main business district from five to 150 businesses. Covington registered 96,383 visitors from 57 countries in 2022, bolstering its hotel-motel tax revenue and yielding an average property tax savings of \$200 per resident.



Film tourism attracted

851,757

additional visitors in 2022, who spent

\$172M

in the state

THE GEORGIA PEACH SHOWCASES GEORGIA TO THE WORLD.

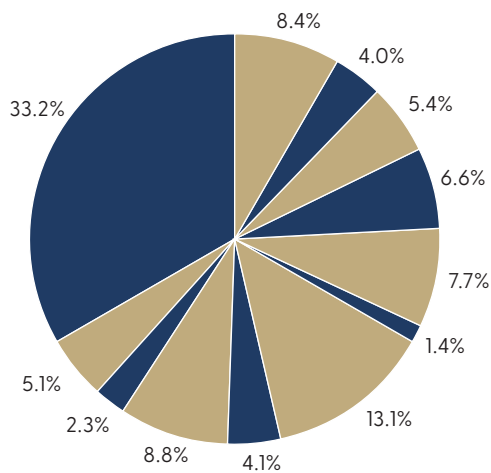
Fueling Jobs and Spreading Revenue: Productions Have a Significant Impact Across Georgia's Communities

Film production spending is a giant economic engine that fuels jobs and produces revenue for industries and communities far beyond the studio. Significant spending flows into areas of the economy such as real estate and hospitality, which do not solely service the screen production sector. Each of the more than 400 film and television productions pushed millions into local economies.



SINGLE PRODUCTION CASE STUDY

The Impact of a Single Feature Film Production: Production Spend



An analysis of production spending by one 2022 feature film found that nearly 67% of the production's below-the-line spend poured into a wide range of industries.

33.2% Screen production specific

A production's spend on crew wages, and goods and services from Georgia vendors that exclusively work in the film and television production sector.

8.4% Local labor

Local workers hired beyond on-set cast and crew

4.0% Safety and security

Local off-duty police, EMTs and security firms hired to create safe and secure sets during on-location and out-of-studio filming

5.4% Fashion and beauty

Spending with vintage shops and local boutiques on wardrobe, spend with local make-up artists and hair salons

6.6% Location fees and real estate

Fees to local communities for filming and parking permits, renting properties of all types from local residents. Feature films can often use 20+ different filming locations.

7.7% Music and performing arts

Casting agencies and creative talent that are not exclusively film and television performers

1.4% Business Support

Office supplies and equipment, print and copying services

13.1% Construction

Spend with local hardware and paint stores and local suppliers of construction materials needed for on-location filming, outside of the vendors serving the industry specifically

4.1% Power and utilities

Local suppliers of utilities such as generators and portable toilet facilities

8.8% Travel and transportation

Local rental car companies, gas stations and vehicles to transport catering, wardrobe and props to on-location filming.

2.3% Digital services

Technology required to process dailies often sourced from local technical service providers

5.1% Hospitality and catering

Spend with local hotels, restaurants, and grocery stores. Feature films often house up to 60% of local crew due to call times or on-location filming

THIS PRODUCTION

EMPLOYED CAST AND CREW FROM
37 COUNTIES INCLUDING **9%**
FROM THE SAVANNAH REGION

WAS SUPPORTED BY
540 VENDORS FROM **35 COUNTIES**
ACROSS THE STATE

(from Glynn to Bibb to Habersham)

EVERY \$1 IN FILM TAX INCENTIVES
GENERATES \$6.30
IN ECONOMIC IMPACT
FOR THE PEOPLE OF GA



270 Peachtree Street, NW | Suite 2200
Atlanta, Georgia 30303
404-223-2264 | GSECoalition.com

This study was conducted by Olsberg · SPI, a 30-year-old London-based firm that has documented the film industry's impact in markets around the world for governments, film institutes and trade associations. Learn more at www.o-spi.com.