

# Charlotte Regional Film Commission

**Hunter Widener, Chair**

Film & Television Advisory Committee

**Beth Petty, Director**

Charlotte Regional Film Commission



# About the Film Commission

- The Charlotte Regional Film Office is a division of the Charlotte Regional Partnership.
- The Film Office promotes on-location filmmaking within the 16 counties of our region.
- It has a strong commitment to film and video production and its services extend to all projects: commercial, television, still photograph and feature.

# About the Film Commission

- The Film Office serves as the hub for all location and production information.
- Its primary services include:
  - Information on local filming procedures
  - Site location photography and location library
  - Scouting services within the region
  - Information on crew, equipment, stages and support services
  - Liaison with federal, state, county and city governments

# About the Film Economy

- \$500 million annual economic impact
- Total employment impact
  - Direct: 1,398
  - Indirect: 726
  - Induced: 329
  - Total: 2,453
- Direct annual average annual compensation per employee of \$47,678
- These numbers are based on the 2009 Film Economic Impact Study done by UNCC

# About the Film Economy

## Directly taps local goods and services

- Rental cars & limousines
- Hotels & corporate housing
- Restaurants
- Grocery stores
- Caterers
- Dry cleaners
- Telephone/cell phone/internet providers
- Electric/power providers
- Office furniture rentals
- Office supplies
- Copier & fax rentals
- Coffee & water delivery
- Shredding services
- Travel services (air, rail, etc)
- Camera equipment
- Grip & lighting equipment
- Props
- Set furniture rentals
- Antique shops
- Greenhouses
- Christmas tree farms
- Construction supplies
- Walkie-talkies
- Fire extinguishers
- Refrigerator rentals
- Security services
- Portable toilets
- Dumpster/trash pick-up
- Janitorial services
- Gas stations

# About the Film Economy

## Enhances region's marketability

■ “It will be nice to talk about Charlotte, which I loved. I was fortunate enough to rent a house in Myers Park, so I was very privileged. It was a fabulous, fabulous place to be in the summer.” – *Gary Ross*

■ “I thought Charlotte was beautiful and clean...really walkable. I had my son there, so it was nice to be able to go out every day and just kind of walk around. The downtown was really cool.” – *Elizabeth Banks*

■ “I just love, love Charlotte. I hope the show is successful because I want to be in Charlotte . . . I love walking around the streets and parks. I love the quietness of it, and that you don't feel the insanity of New York or L.A. It's about having a good quality, quiet life.” – *Mandy Patinkin*

■ “I've never been to the state before, and Charlotte is a great city, a good size, and I'm finding everybody incredibly friendly and helpful. – *Damian Lewis*

# About the Film Economy

- No demands on the environment
  - Clean & Green
  - Production companies typically leave locations better than they found it
- No additional infrastructure costs
- Strengthens tourism and hotel industries
- Repeatable
  - Charlotte skyline
  - Time Warner Cable Arena
  - Bank of America Stadium
  - Great neighborhoods
  - College campuses
  - Scenic Roads
  - Latta Plantation
  - Rural landscapes & farms
  - Parks

# Great Reasons to Film Here

- Strong crew base
- Home to major equipment houses
  - Cinelease
  - Hollywood Rentals
  - Illumination Dynamics
- Variety of locations
  - Hunger Games – dystopian future
  - Homeland – Washington, D.C. & surrounding area
  - Banshee – small town in Pennsylvania Amish country
  - Shelter – Northern New England seaside town
- Direct flights to almost anywhere
- Strong state level film incentives (NC and SC)
- Named a Productions Center in the 2001 and 2006 IATSE Area Standards Agreement



# Recent Commercial Productions



Bank of America

Bank of America



Bank of Opportunity™

Time Warner Cable



Carolinas Medical Center

Belk



Duke Energy

Toyota

Krispy Kreme



NASCAR Hall of Fame

Pepsi

True Value



Verizon Wireless



Ford



Subway

Sheetz



DentalWorks



Tums



Keds



Chevy

Sunoco



Gander Mountain

Burger King



Gillette

Kobalt Tools

BMW



Volvo

Mountain Dew



Nissan

Coca-cola



Gatorade

Under Armour



# Recent Commercial Productions

## Verizon Wireless Commercial

# Recent Television Activity



- Homeland – Fox/Showtime series
- Banshee – HBO/Cinemax
- Shelter – WB/CW network
- The Bachelorette – ABC
- American Idol – Fox
- America's Got Talent - NBC
- Inside NASCAR - Showtime
- Southern Fried Stings – TruTV
- My First Sale – HGTV
- One Big Happy Family - TLC
- Fantasia For Real – VH1
- Man VS Food Nation – Travel
- Investigation Discovery
- Extreme Makeover: Home Edition - ABC
- America's Supernanny - Lifetime
- Worst Kitchen in America – DIY Network



- Overdraft – PBS
- Shaq VS – ABC
- Property Virgins – HGTV
- Eden Eats – Cooking Channel
- Bud United – ABC
- 106 & Park Ultimate Fan – BET
- How the States Got Their Shapes – History
- The Real Housewives of Atlanta – Bravo
- Bang for your Buck – HGTV
- Chef Hunter – Food
- United Stats of America – History
- World's Strongest Man – ESPN

# Homeland (Season 1)



- Estimated \$40-\$45M spent in Charlotte USA
- Record premiere with 1.08M viewers
- Averaging 4.1M weekly viewers
- Won two Golden Globes
- Won two Critic Choice Television Awards
- Won Writers Guild of America Award
- Won American Cinema Editors Award
- Won American Film Institute Award

# Recent Television Activity

## Homeland Promo Trailer

# Recent Film Activity

## Studio Productions



The Hunger Games

## Independent Films



You Are Here



The Pitch - documentary



Redneck Roots



Sleeping Around



Infliction



Jimmy



Hick



Trinity Goodheart



Turning Home



Seconds from Disaster



Crossbar Hotel



Lovestruck Pancho



Returns to Grace



The Hopeful



Pendulum Swings



40 Fears



Overdraft



# Hunger Games



Released nationwide March 23

#1 at the box office for 4 weeks

Grossed over \$600,000,000 worldwide

\$60M+ spent in North Carolina

25,000 hotel room nights

600 local crew hired

5,000 extra days

1,700 rental car days

**Over 66 million tickets sold worldwide!**

# Recent Film Activity

## The Hunger Games Trailer



# 2013-2014 - Key Issues and Challenges

- Additional staffing and marketing budgets to increase film activity.
  - Requires frequent contact/travel to NY and LA.
  - Website upgrades to better showcase locations in the Charlotte region.
- Additional production space/sound stages.

# Charlotte Regional Film Commission

Thank you for your support

