

GMA Practicum and Valdosta State University
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Executive Summary

Business Description

The City of Marietta invites and encourages television and film production. City property may be used if the City of Marietta's primary responsibility is to provide service and protection. Another responsibility would be to provide entertainment for the public, but it is not impaired and/or is the city of Marietta compensated for the time. Labor and other costs may be associated with allowing patrons to use the City of Marietta property and facilities. The City of Marietta is not held responsible for any injury, accident, destruction of property or other occurrence associated with the project. The City of Marietta reserves the right to refuse access to city property on the grounds of prior reference examination and portrayal of the city in the content of the project.

The Departmental Background is described here. The current City of Marietta population based upon the 2020 census is 61,307. The County Seat of Cobb County sits at 768,283. The City of Marietta daytime population is 104,000. There are 38 full-time employees plus the part-time and seasonal employees within the Marietta Film association. Approximately \$6 million dollars go into the operating budget including the cemetery and golf course.

Project Review

The purpose of this study was to review ordinances for film permit applications along with many other entities. Then to provide recommendations for a comprehensive permit application. The research from this study will show simple automated efficiencies that could improve the film application process. An electronic application, social media marketing, and short surveys could improve the experience of shooting films within the Marietta City Limits. Our resolutions could also increase the number of applicants within the City of Marietta—creating an increased revenue intake.

The Georgia Entertainment Industry Investment Act provides film credits adopted in 2002. The act has led to steady growth in the industry and increased filming throughout the state. Current ordinance and guidelines were developed in 1998. The *Georgia Camera Ready Communities* program launched by the Georgia Film, Music, & Digital Entertainment Office started in 2010. Cobb County and the City of Marietta adopted the initiative. Every Georgia county now designated as of 2014 uses these programs.

Problem Statement

During our research, we discovered areas in the Marietta Film/Application process that might be the source of the issues within the filming process in the city of Marietta. There is an increased demand for film companies to use residents and their homes for projects. There are

residents who do not always agree on permits and usage-- are these the best practices that restrict frequency, for example, a TV series returning to an established place. This question is now posed: are there any best practices that limit frequency? Local businesses and communities need to be protected from the overuse and operating hours that may be prevalent in the area. There are issues on the local level, but there are also problems on the receiving end of the company.

The procedure of obtaining film permission may be more streamlined and up to date, if possible. In today's age of technology, the website is not the easiest to navigate, and gathering the information needed may take more time than needed. Seeing that there is a considerable number of links on the webpage. Then, to apply, you must send the information to one specific individual using the email address provided. According to the case, confirmations are not sent to individuals who purchase the permit-- letting the applicant know that their application was successful. In situations when there is only one point of contact, problems may arise as far as communication. If one point of contact is unavailable, who would be the next point of contact? This creates the possibility of lost business chances.

Proposed Solutions

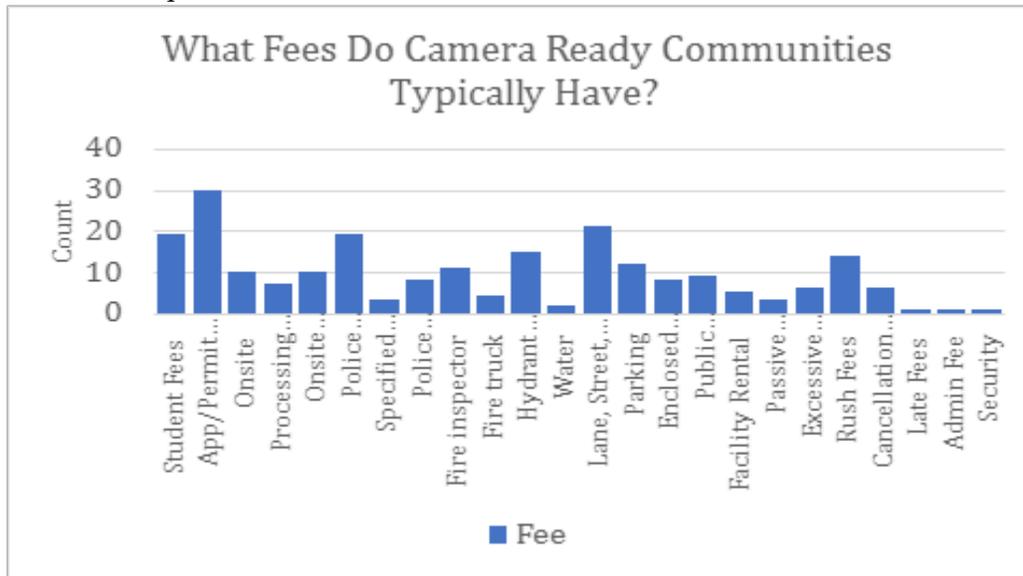
Throughout this project, the team developed many ideas and concepts to address the concerns within Marietta Film Association. We addressed the application being a possible issue for some negativity within the association. To address both issues, the resolution will be detailed below. As a group, we developed excel charts, the concept of an electronic application, and social media marketing. Marketing is a key tool in any business. Without marketing, businesses risk the chance of becoming stagnant.

The PowerPoint will display the social media outlets created for Marietta City Film. We decided on Twitter and Instagram as the best social media outlets. Twitter allows Marietta City Film to showcase what they can offer to individuals in the younger generation but also worldwide. Twitter is platform that allows their uses to come together and have conversation on topics that they find interesting. Instagram allows Marietta City Film to vlog their productions through photographs. This shows potential clients what their experience could be.

We created an Excel chart to compare all accessible fee information. With this data we were able to find which cities and counties have by-use fees as well as determine which fees are most prevalent across Camera-Ready Communities in Georgia. Attached is a chart comparing fee information for Savannah, Atlanta, Macon-Bibb, as well as Cobb, Gwinnett, Henry, and Coweta counties as well as the explanation for use as a cost-benefit analysis.

The chart below displays the frequency filming fees types across the 58 areas in Georgia that we were able to gather information from. This also provides a visual tool for the Marietta Film

Board to keep as a reference.



Cost-Benefit Analysis Chart

Cities	Savannah	Marietta	Gwinnet	Cobb	Atlanta
Student Fees	\$30	N/A	N/A	N/A	TBA
Application/Permit Fees	\$100-\$250	N/A	\$150/day	\$100	\$300/monthly
Processing Charge	\$25	\$25	\$63	\$63	N/A
Onsite Service Fee	\$150-\$500	N/A	N/A	N/A	N/A
Police Officer	\$36/hr-\$51/hr	\$60/hr	N/A	\$240	N/A
Coordinating Fee	N/A	\$250-\$500	\$250-\$500	\$250-\$500	N/A
Police Vehicle as Required	\$6/hr+\$1/hr	\$35/day	N/A	\$35/day	N/A
Fire Inspector	\$75	\$50/hr	N/A	\$200	N/A
Fire Truck	N/A	\$250/hr \$375/hr (overtime)	N/A	\$250/hr (\$375/hr overtime)	N/A
Hydrant Meter Hookup	N/A	\$65+ \$950 deposit	N/A	\$65+ \$950 deposit	\$100/per day (Max \$300)
Water	N/A	\$10.02 per 1000 gal	N/A	\$10.02 per 1000gal	N/A
Lane, Street, & Sidewalk	\$29/hr \$35/hr (sun) \$39/hr (holidays)	\$120 (lane) \$240 (Street)	N/A	\$245	\$85
Parking	\$2/hr	\$7-\$17/ per day	N/A	\$7-\$17/ per day	\$17/per space per day
Enclosed Tent	N/A	\$25	N/A	\$25	N/A
Public Property	\$750/day	TBA	N/A	TBA	N/A
Facility Rental	N/A	\$250	N/A	\$250	N/A
Passive Disruption (Low Impact)	\$100	N/A	N/A	N/A	N/A
Excessive Disruption (High Impact)	\$300	N/A	N/A	N/A	N/A
Rush Fees	\$75-\$300 per location	N/A	\$75	\$75	\$300
Cancellation or Material Changes Fee	N/A	N/A	N/A	N/A	N/A
Late Fees	N/A	\$100	N/A	N/A	N/A
Admin Fees	N/A	N/A	N/A	N/A	N/A
Cost Recovery	\$1/ \$6 city vehicle	N/A	N/A	N/A	N/A
Security	\$26 (reg) \$32(sun) \$36 (Holiday)	N/A	N/A	N/A	N/A
Total (Max From Data Gathered)	\$2,472	\$2,462.02	\$788	\$3,150.02	\$1,002

Different fees arise for different cities and counties. Some areas impose higher fees than others at first glance while seemingly low fees impose heavy price tags over time.

To receive any links or visuals from this assignment, please feel free to email any of us at our Valdosta addresses.

References

Marietta Resources

Film Policy (PDF) <https://www.mariettaga.gov/DocumentCenter/View/12507/FILMPOLICY-10-13-21>

City Code pertaining to filming

https://library.municode.com/ga/marietta/codes/code_of_ordinances?nodeId=COOR_PT5PUWOSE_CH5-13MOPITEPHPR

Property Search tool <http://www.mariettaga.gov/183/Property-Search-Tool>

Film Permit Application <https://www.mariettaga.gov/DocumentCenter/View/126>

Certificate of insurance <https://www.mariettaga.gov/DocumentCenter/View/125>

COI and Insurance Endorsement <https://www.mariettaga.gov/DocumentCenter/View/124>

Hold Harmless Agreement <https://www.mariettaga.gov/DocumentCenter/View/123>

Cobb County Permit Application

<https://s3.us-west-2.amazonaws.com/cobbcounty.org.if-us-west-2/prod/2019-04/Cobb%20Film%20Permit%20Application%20v11-04.18.2019.pdf>

Gwinnett Resources

Gwinnett Film Permit and Application <https://www.gwinnettfilm.com/regulations-and-permits>

Savannah Resources

Savannah Permits Application <https://www.filmsavannah.org/permits/>