

GMA Practicum Final Presentation

Marietta/ Valdosta State

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Main Project Objectives

Research

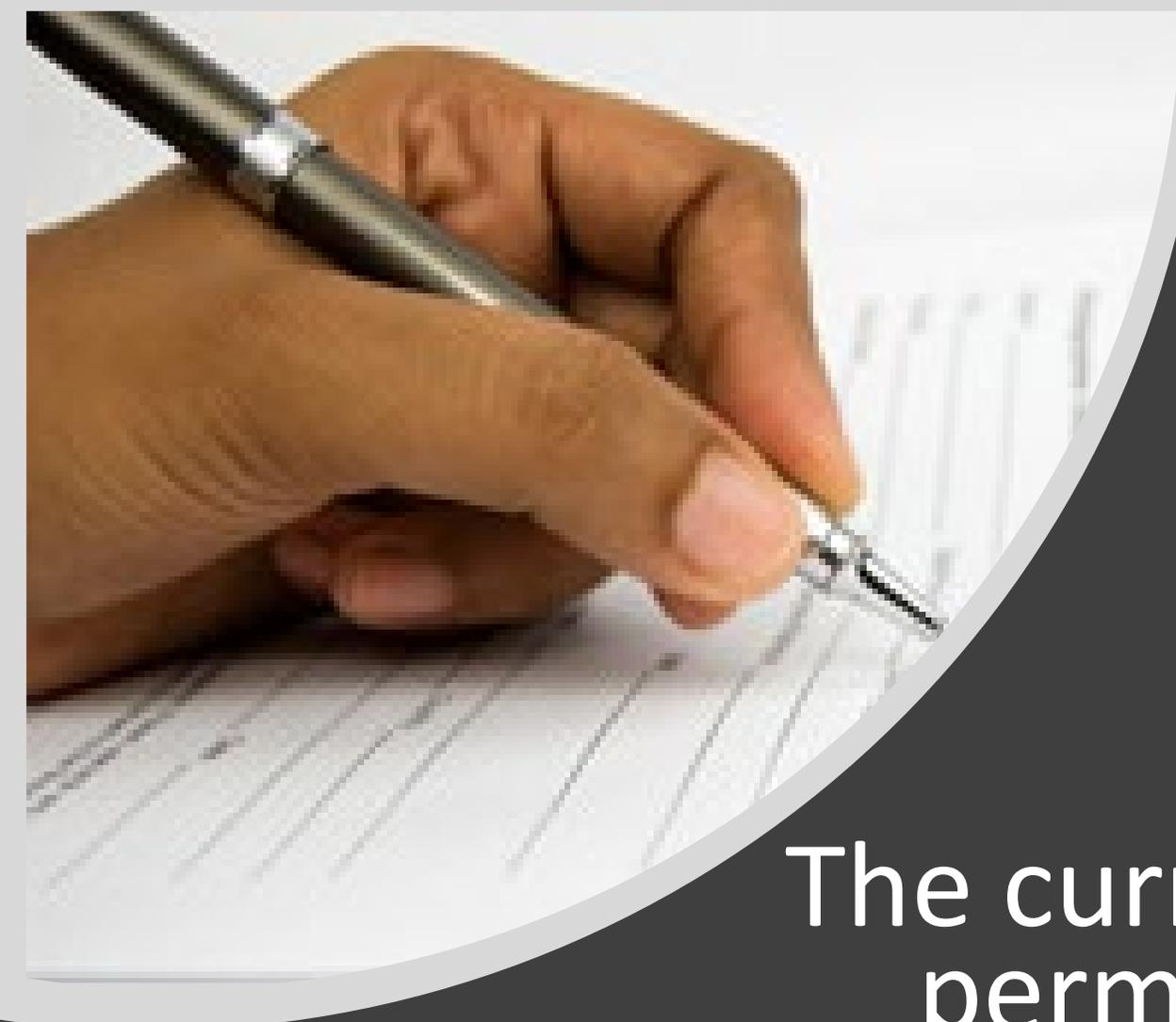
Researching film fees across cities and counties in Georgia

Reading

Reviewing film ordinances

Examining

Comparing the application processes across the cities and counties



A Look at Marietta's
Application today:

The current Marietta City film permit application is not technologically driven.

CITY OF MARIETTA - APPLICATION FOR FILM PERMIT

Mailing Address:
PO Box 609
Marietta, GA 30061
Phone: 770.794.5605

Shipping Address:
205 Lawrence Street
Marietta, GA 30060
FAX: 770.794.5635

LOW IMPACT FILM APPLICATION

FOR OFFICE USE ONLY

The information below is a request for approval of a filming permit. If the film activities proposed below create undue hardship for you, please contact the city's film permitting office by the close of business on _____ (Ext.5605)

HIGH IMPACT FILM APPLICATION

The information below is a request for approval of a filming permit that will require services from your department that go above and beyond those generally provided. Please review the request and determine if this request can be handled and provide the film office with associated fees and charges by _____.

Company _____ Film _____
Address _____
Contact Person _____ Office Phone _____
Fax _____ Pager _____
Mobile _____ Phone _____
E-mail _____
Type: Feature Film ___ TV Movie ___ TV Series ___ Commercial ___ Still Photo
Other _____
Location _____

Film date(s) _____ Hours _____
Prep/wrap outside listed time? No _____ Yes _____ If yes, see page 2.
In case of foul weather or other emergency, film date will be _____

Describe scene: _____

Number in cast _____ Crew _____ Extras _____
Street Closure location(s) _____
Equipment parking location(s) _____
Base camp location(s) _____
Catering truck location(s) _____

City of Marietta Current – Film Permit

(Page 1)

- ❖ Alignment
- ❖ Spacing
- ❖ Capitalization
- ❖ Inadequate space allotted
- ❖ Not automated

City of Marietta Current – Film Permit

(Page 2)

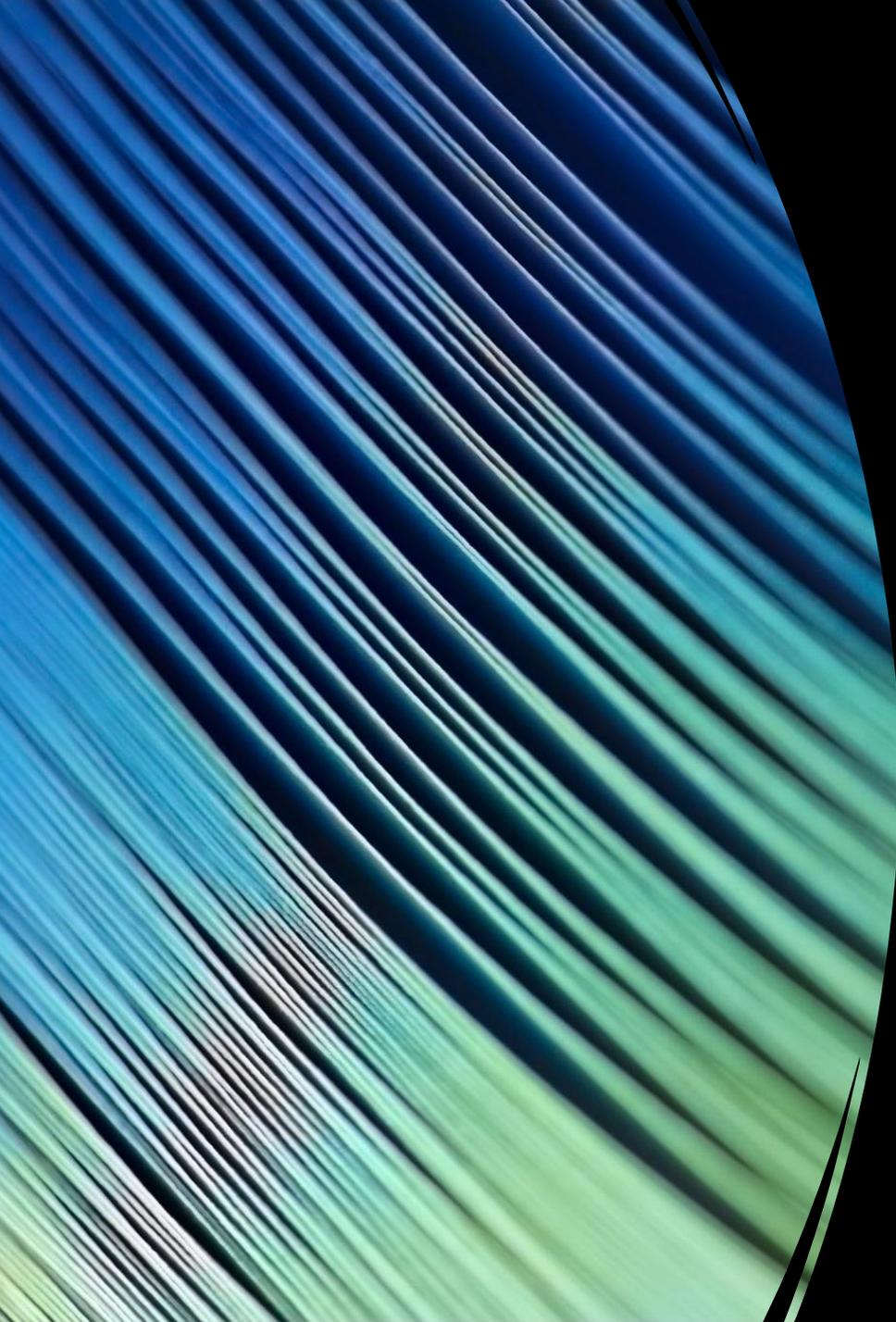
- ❖ Alignment
- ❖ Spacing
- ❖ Inadequate space allotted
- ❖ Not automated

Crew parking location(s) _____
Extras' parking location(s) _____
Other on-street parking location(s) _____
Police Officers: Amt. _____ Hours _____ to _____ Amt. _____ Hours _____ to _____
Vehicular traffic control requested at _____
Pedestrian traffic control requested at _____
Special equipment and placement at _____
Special situations/effects (stunts, animals, gunfire, noise, etc.) _____

Special requests (hydrant meter, alteration to city property, etc.) _____

Additional information (include any prep and wrap activities, times, parking)

OFFICE USE ONLY				
PERMIT \$	DESCRIPTION	FEE \$	DATE RECEIVED	RECEIPT #
APPLICATION FEE		\$25.00		
USE OF CITY PROPERTY	(\$250 daily minimum)			
CITY SERVICES				
CITY SERVICES				
CITY SERVICES				
OTHER				
OTHER				
TOTAL				



Marietta City Film Application Considerations

- Application made more appealing to the user (user friendly)
- Electronic Applications as an option
- Application fees and information updated based on this research
- Condensed Application options (for applicants who may need one of many things in the application)

— One Consideration :
A Link To The Fillable City Film
Permit Application On Your Website



<https://pdf.ac/FCE3J>

A Step Towards Future Automation



*Another Consideration
A Film Permit Application Powered
by FORMS*

- [City of Marietta Application for Film Permit](#)



A MAYOR'S
OFFICE OF
FILM &
ENTERTAINMENT



✉ atfilm@atlantaga.gov ☎ 404-330-6006

FilmApp Atlanta

Atlanta Mayor Office of Film and Entertainment
Outstanding Film Commission Office for 'Baby Driver' 2018

Accepting applications for city right of way and city parks

****COA Government Buildings are not accepting filming at this time****

For the latest information on filming in the City of Atlanta please visit our community engagement website at www.Setsouthatl.com

COVID-19: Georgia Best Practices for Film and Television
<https://www.georgia.org/covid19filmguide>

Apply for Permit

Please follow this link to begin your application

Apply for Permit

[Click here to see your existing applications](#)

Useful Documents

↓ Getting Started

↓ Filming Ordinance

Example of
Automated
Permit

A Look at the future!

Proposing Automated Film Permit Application Options

RESULTS:

- ❑ Marietta City utilizes modern technology and processes in its organization.
- ❑ Application process more attractive.
- ❑ Application can be completed utilizing multiple electronic sources and completed anywhere.
- ❑ The application will have current fees and information.
- ❑ The answers on the application will be legible and not reliant on interpreting handwriting.
- ❑ Application is received immediately upon submitting the information.
- ❑ More efficient and effective processing of the application.

A More Efficient and Professional look
for Marietta City!



WEB APPLICATION

The Application

Permit Type (Savannah)	Fee
- Per location each day	\$100.00
- Daily maximum fee regardless of number of locations	\$300.00
PARKING FEE	\$2/hour per space
On Street – North of Victory Drive	

Atlanta	Non-refundable application fee	Filming permit fee, non-rush
Non-students	\$100	\$300/per month
Students	\$25	\$150, flat rate

We researched the following cities for permit and application ideas:

- Cobb County
- Savannah
- City of Atlanta
- Gwinnett

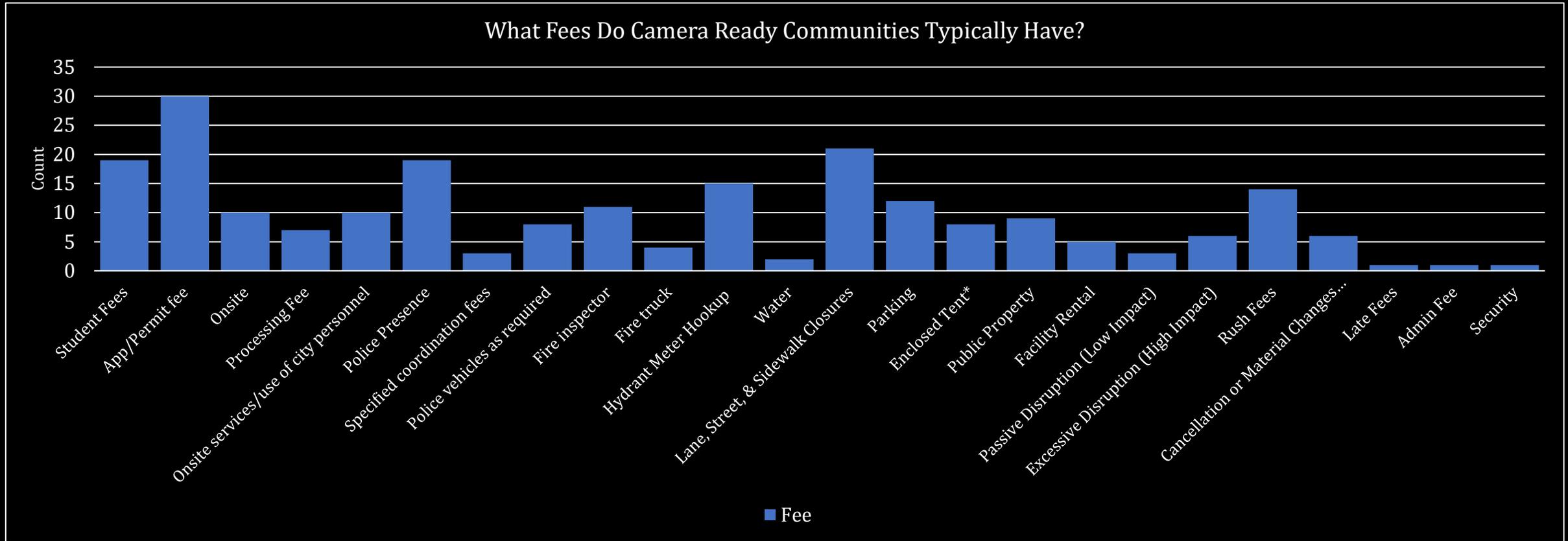
After reviewing multiple applications from other cities, the application for Marietta City Film Association could be revised and updated with comparable fees.

Cost-Benefit Analysis

This data chart is the cost-benefit analysis of 4 other cities/counties including Marietta. Here we see the different fees that can arise and how each city/county differs in their pricing. Some fines are more expensive at first glance, others become more expensive over time. There are places that possibly don't have to pay fees due to the fees not existing in another area. This chart shows the differences between each city/county.

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 1000 gal	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

Fees Across Camera-Ready Georgia



Feedback and Insurance

- We decided to dive more into the liability portion of creating films within different city limits.
 - We went with the South Georgia region as they do not get much recognition
 - Gwinnett County
 - Bibb County
 - Henry County
 - Coweta County



Gwinnett County Findings

- All productions filmed in Gwinnett County (whether in unincorporated Gwinnett or within city limits) are required to have a Gwinnett County Fire Plan Review permit (no fee).
- To the right, is an example of the insurance form needed in Gwinnett County to film any project.

ACORD **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER NAME: PHONE (A/C, No, Ext): E-MAIL: ADDRESS: PRODUCER CUSTOMER ID #:	CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL: ADDRESS: PRODUCER CUSTOMER ID #:
INSURED	INSURER(S) AFFORDING COVERAGE INSURER A: INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR. I.D.	TYPE OF INSURANCE	ADDL. SUBR. INSR. I.D.	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
	GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-DUCT <input type="checkbox"/> LOC					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DEDUCTIBLE \$ RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE/OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N (Mandatory in WA) If yes, describe under DESCRIPTION OF OPERATIONS below					<input type="checkbox"/> WC-STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYER \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101; Additional Remarks Schedule, if more space is required)

The Certificate Holder or Gwinnett County Board of Commissioners is listed as an additional insured with respect to General Liability Policy.

CERTIFICATE HOLDER Gwinnett County Board of Commissioners 75 Langley Drive Lawrenceville, Georgia 30046-6900	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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Macon

Bibb County Findings

- Macon-Bibb county does not have their own film application, they have a special event permit packet. Individuals, organizations, and agencies wishing to conduct special events on Macon-Bibb County owned property, rights-of ways or public streets are required to obtain a permit in advance. Special Events Permit must be obtained from the Parks & Beautification Department for any event to include (but not limited to) the following (Car washes NOT permitted): Block Parties, Concerts, Park Events, Road Races, Carnivals/Festivals, **Filming**, Performances, Street Closings Ceremony's, Parades, and Protests/Rally Walks/Marches.

Henry County Findings



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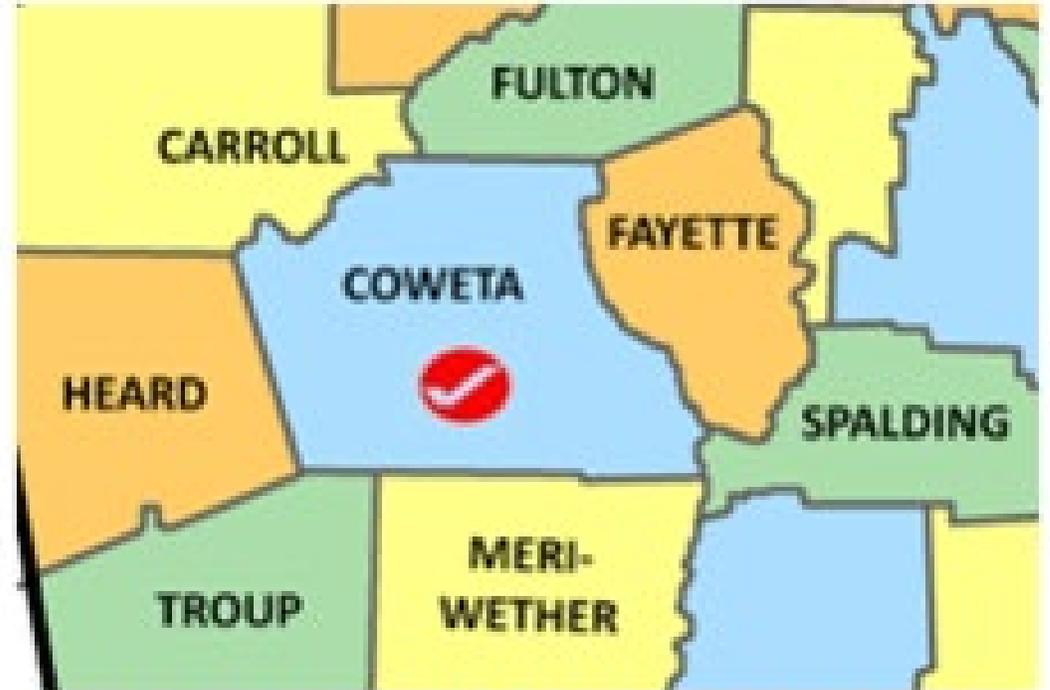
- Historic main streets and country scenes all create Southern charm just 30 minutes “Comfortably South of Atlanta.” Henry County is Camera Ready and film friendly.
- Services provided by the Henry County CVB Camera Ready team include location and permitting assistance and recommendations and support for securing local resources and services.
- Henry county is the home to Pinewood Studios where some of the famous Avenger movies were created.

Coweta County Findings

With Coweta's range of locations and picturesque areas, and as the home base of Studio B Interior Design (Raleigh Studios), they continue to be an active location for filming of all kinds. Coweta County is a CAMERA-READY COMMUNITY.

For more information on filming in Coweta, the applicant must contact the Event Services department at 770-254-2627.

- TV shows/movies filmed in Coweta County include but are not limited to:
 - The House with a Clock in its Walls
 - Zombieland
 - Sweet Home Alabama
 - Fried Green Tomatoes
 - Driving Miss Daisy
 - The Walking Dead



Original map copyright 2005 digital-topo-maps.com

Excel Findings

- Below are attachments of the Excel Charts that we created to compare the data found throughout this project.



Permit Fees



Permit Fees Cont'd



Film Statistics

Marketing Considerations

- Feedback is important in any process that provides a service to the public. The next few slides will display different marketing considerations that could benefit the film application process.
- Marketing facilitates exchanges in the ownership and possession of goods and services.
- Marketing also helps in optimal utilization of resources



Survey Option

Customer Satisfaction Survey

Listening to customers has always been important to us. Your feedback will help us better serve people like you!

1. How long have you been a customer of the Marietta Film Association?

Less than six months

Six months to a year

1 - 2 years

More than 2 years

I am not a customer

2. Which of the following products have you purchased from the Marietta Film Association before? (Please select all that apply.)

Parking for filming

Membership for long term filming

Membership for short term filming

Insurance for filming

None of the above

3. Overall, how satisfied are you with Marietta Film Association?

Extremely satisfied

Very satisfied

Somewhat satisfied

Not so satisfied

Not satisfied at all





Survey Cont.

4. How responsive have we been to your questions or concerns?

Extremely responsive

Very responsive

Somewhat responsive

Not so responsive

Not at all responsive

Not applicable

5. How likely are you to purchase any of our products again?

Extremely likely

Very likely

Somewhat likely

Not so likely

Not at all likely

6. Do you have any other comments, questions, or concerns?



“@ name”: MariettaCityFilm

Instagram

Benefits:

- Increases Brand awareness
- Increase website traffic and SEO rankings
- Saves time
- Lead generation happens at a low cost
- Boosts content marketing
- Increase in sales
- Provides better audience insight

—

“@ name”: MariettaCityFilm

Twitter

Benefits

- Free business promotion
- Reach new audiences
- Start a conversation, or a movement
- Experiment with tone



July
17

Questions

Questions??