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The primary goal of Film Clayton is to attract film and video production to Clayton County, Georgia. Film Clayton manages the business side of the film making process in order to accrue locally-realized benefits from property rentals (business, residential, and county-owned), hiring local crews and talent, renting local equipment, purchasing hotel rooms, rental cars, catering services, food, lumber, or any number of goods and services supplied on location during pre-production, principal photography, and post production. All of this is accomplished through building relationships with key crew members in the film industry and by building a film-ready workforce and community in Clayton County, Georgia.

Film Clayton engages a standard set of activities for production including:

- Marketing of Locations
  - Market suitable Clayton County locations to production companies headquartered in Hollywood, California, who may not otherwise know they exist
  - Identify sources, i.e. location managers, unit production managers, production companies who will be filming in Georgia
  - Maintain up-to-date photographic database containing a broad range of filming locations, complete with owner permissions, addresses, cross streets, and contact information
  - Maintain Film Clayton website geared toward film industry professionals
  - Identify industry-related events and associations that offer beneficial exposure
- Marketing of Local Crew, Equipment & Expertise
  - At the specific request of a production, identify and coordinate with local vendors and suppliers who have the capacity to supply and handle the needs of large production crews
- Scouting Support Services
  - Field inquiries from location managers throughout the country in search of properties for on-location shooting, as well as sound stage space for set building, in Clayton County, Georgia
  - Photograph properties that meet location managers' requests and perform an assessment that includes:
    - Sound quality
    - Ability to easily transport equipment to and from location
    - Privacy
    - Access to parking areas for base camp
    - Willingness of property owner
    - Ease of obtaining permissions
- Assisting Inbound Productions/Troubleshooting Production Problems
  - Identify property owners/governmental agents from whom authorization is required
  - Coordinate local services such as police, water authority, road and highway departments, fire departments, and any other essential municipal and government services for shooting a production on location
  - Identify local permitting process within Clayton County municipalities
  - Contract review/language
    - Contract from film company attorneys
    - Contract from property owner
      - Fees

- Property fees
  - Utilities
  - Technical Advisement
  - Props
- Insurance requirements
- Educate property owners on what to expect from a location scout
  - Identify legitimacy of location scouts/requests
    - Done via relationship building with location managers
  - What to expect when an offer is made
  - How to ready the property for film crews
- Building a Film-Ready Workforce & Community
  - Work with Clayton State University (Georgia’s only IATSE-certified training provider) to promote film crew training through Continuing Education programs
  - Educate business owners and residents on how to prepare and promote their locations for the film industry
  - Engage community via multiple forms of social media (Twitter, Facebook, YouTube, Vine)

Through the Georgia Entertainment Industry Investment Act (updated in May 2008), the state of Georgia offers a very generous tax incentive to film makers, making it the fourth most active film community in the United States. The core incentive of the Act is a 20-percent transferable tax credit for production companies that spend a minimum of \$500,000 on qualified production/post production expenditures. These incentives are available not only for feature films, TV series, commercials and music videos, but also for game development and animation. Georgia also offers a Sales & Use Tax Exemption, which gives qualified productions an immediate point-of-purchase sales-tax exemption estimated to save productions up to 8 percent on most below-the-line materials and service purchases or rentals. In response to the growth of on-location filming in Georgia, the services provided by Film Clayton have expanded dramatically over the past year. Film Clayton regularly and aggressively competes with other communities throughout Georgia to bring film business—and revenue—to Clayton County, Georgia.

More recently, more progressive Film Commissions around the world have begun developing an even broader scope for their activities – not merely addressing Hollywood, but by becoming the hub and thrust of ALL film related activity within a jurisdiction. The role of this new generation of offices often includes encouraging the development and distribution of local productions (a.k.a. independent film making), increasing audiences for film product particularly via film festivals, encouraging the study of film and the acquisition of film related skills, and supporting a climate of entrepreneurship. Film Clayton has taken a proactive approach to supporting the independent film community in Clayton County, Georgia, and was awarded the first-ever “Outstanding Contribution to the Georgia Film Industry,” by the Georgia Entertainment Gala, an organization that supports independent film makers in all parts of metro Atlanta.

Film Clayton believes strongly in the indirect economic benefit gained via the increased exposure of appearing in films and television. A recent example of this type of marketing came with the release of the Lions Gate film, *What to Expect When You’re Expecting*, starring Cameron Diaz, Jennifer Lopez, et. Al. The film’s Director chose not to change the name of the hospital featured in the movie (Director’s more likely choose fictional names); thus, Southern Regional Medical Center was featured prominently several times in the movie. Film Clayton was responsible for bringing this film project to Southern Regional Medical Center, their first major film project that would subsequently lead to numerous film projects, and significant revenue generated for the Southern Regional Medical Center Foundation. Southern Regional Medical Center rented two entire theaters at Clayton County’s AMC Southlake 24, generating local revenue for them in the amount of \$10,000, providing a perfect example of Clayton County businesses supporting each other.