

## A. Organization & Contact Information

**Case Id:** 11193  
**Name:** Piedmont Triad Film Commission Economic  
**Address:** \*No Address Assigned

Completed by rebecca@piedmontfilm.com on 11/24/2020 8:32 PM

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### A. Organization & Contact Information

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The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

**A.1. Organization Name**

Piedmont Triad Film Commission

**A.2. Project/Program**

Business Recruitment

**A.3. FY 2021-22 Funding Request Amount**

\$35,000.00

**A.4. Agency's Total Operating Budget**

\$160,000.00

**A.5. Mailing Address**

717 S. Marshall St., Suite 105-E Winston-Salem, NC 27103

**A.6. Project/Program Location Address**

Same as above Winston-Salem, NC 27101

**A.7. Organization Website**

www.piedmontfilm.com

**A.8. Year 501(c)(3) status obtained**

2011

**A.9. Organization Fiscal Year**

July 1 - June 30

**A.10. Federal Tax ID Number**

**A.11. Federal DUNS Number**

**EXECUTIVE DIRECTOR/MANAGER**

**A.12. Name, Title**

Rebecca Clark, Executive Director

**A.13. Email**

rebecca@piedmontfilm.com

**A.14. Phone**

(336) 393-0001

**CONTACT**

**A.15. Name, Title**

Rebecca Clark, Executive Director

**A.16. Email**

rebecca@piedmontfilm.com

**A.17. Phone**

(336) 393-0001

**BOARD CHAIR**

**A.18. Name**

Jessica Roberts

**A.19. Term Expiration**

02/12/2022

**A.20. Email**

jroberts@visitmayberry.com

**A.21. Phone**

(336) 786-6116

## B. Project Overview

Completed by rebecca@piedmontfilm.com on 11/24/2020 9:54 PM

**Case Id:** 11193

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### B. Project Overview

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Please provide the following information

#### APPROACH (7 POINTS)

**B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?**

The Piedmont Triad Film Commission will work to create job opportunities and generate revenue within the Piedmont Triad region by recruiting the production of motion pictures, television programs, photography and commercials.

In addition, the Commission serves the film community by building and maintaining a searchable library of potential locations along with an online database of local freelance crew and support service companies. The Commission also acts as a resource for production-related permits and legislation, and provides networking opportunities for local crew and businesses.

The goal is to create new revenue streams to the City of Winston-Salem, and creating job opportunities for the citizens in the city and Forsyth County including freelance seasoned professional crew members and graduates of the area's film school students. Recruiting film, TV and commercial business boosts the revenue of a myriad of support industries in Winston-Salem.

City money will be used for keeping our website up to date and add video to our homepage and pay for our Reel Scout database (which all NC film commissioners have and we're encouraged to have it by the NC Film Office). It will also be used to scout additional locations and attend several marketing trips to Los Angeles with other NC film commissions. Any leftover from those marketing efforts will be used for general operations.

**B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?**

Our organization's main beneficiaries are binary. We serve our local community by providing new streams of revenue and job opportunities. We also serve producers, directors, location scouts and other filmmakers looking for sites all across the nation. We work to recruit their business to Winston-Salem and while they are in the area, we are available 24/7 to help with any of their needs within the community.

First, our economic development efforts benefits Winston-Salem citizens by providing new, outside revenues to the city, provides job opportunities for Winston-Salem crew technicians, those who are experienced and trained to work behind the scenes on film productions. Our economic development endeavors also help to keep young talent in the region trained at area film schools like UNCSA's School of Filmmaking. It also benefits a large variety of businesses and the employees of those businesses like rental car companies, hotels, banks, dry cleaners, florists, grocery stores, gift shops, hardware supply stores, lumber companies, etc.

Secondly, producers and/or location managers can access information about our services, our locations and our crew and resource infrastructure via our website ([www.piedmontfilm.com](http://www.piedmontfilm.com)). Our website and information is widely available

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on other film industry sites, the NC Film Office, and the Association of Film Commissioners International's website.

After reviewing information on our website, they will often times call us directly to inquire about a site or to find out about getting some crew assistance for a shoot.

We also provide the information on crew and locations directly to the filmmakers and lead them to the site for more, detailed and specific information. We provide all other information these filmmakers need to make the wise decision to bring their business to Winston-Salem and while they are in the area filming, whether its helping them get permits for road closures, providing them with information on all support services, we are available 24/7 to assist providing excellent customer service.

B.3. Below, please provide anticipated service metrics into the appropriate fields.

**Where applicable, applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings. If applicable and serving individual clients over a period of time.**

**Average Number of Participants Served at a Single Time**

1,000

**Maximum Number of Participants to Be Served at a Single Time**

5,000

**Unduplicated Total Number of Participants to Be Served During the Program Year**

2,500

**NEED (7 POINTS)**

**B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.**

There are the 276 crew members (of all ethnicities, gender and sexual orientation) who work freelance on film productions that live in Forsyth County specifically that are listed in our database and who we actively market in order to recruit business and jobs for these individuals. These freelance individuals are all ages. The majority of these crew technicians are within 23 – 55 years of age. By recruiting film production, these individuals can continue living and working in Winston-Salem. Our efforts also help us retain many of the hundreds of film school graduates being trained here in the city by creating work opportunities locally.

Employees of the various production support businesses we have in the area also benefit from our efforts in business recruitment. Again, we have 45 businesses in Winston-Salem that directly serve to support film production. These businesses thrive when productions come to town and include equipment rental companies. We also work with local advertising agencies and companies to try and help them find local resources so that they can keep their company videos, advertisements and commercial shoots local, which keeps the money in our economy.

We also help to serve various companies and their employees by providing much needed revenue. Businesses like downtown hotels, rental car agencies, dry cleaners, insurance companies, shops, restaurants, bars, etc. experience a significant boost in business when film companies come to town.

Our recruitment efforts also help a wide variety of individuals who have location sites that they rent to production companies. Many times the PTFC has attracted productions that have filmed in empty farmhouses that may have been torn down or abandoned had it not been for the extra funds that resulted from location rental. Many private residences, and businesses are rented as sites at varying amounts depending on the size of the production.

Lastly, there's a large talent pool of actors, models and even animals that get work on productions when we recruit them to the city. The amount of actors and extras that get work in the area are well into the hundreds and again are individuals from all socio-economic backgrounds, of all ethnicities, religious backgrounds, gender and sexual orientation. The film industry is a very inclusive industry.

**B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.**

The Piedmont Triad Film Commission is the only organization in Winston-Salem and the greater Piedmont Triad region of NC that is accredited, trained and has the specific crew, resource and location site information required to actively recruit the lucrative business of the film industry, the jobs and millions of dollars it provides the community. The PTFC definitely fills a much needed gap in this area which is important in helping keep young professionals in the region including graduates from our film school programs where students are being trained for these types of jobs.

Chamber of Commerces, Visitor's Bureaus, other traditional economic development organizations don't have the knowledge of this industry, not to mention can address the immediate need for specific types of crew positions or sites in the county. With our location library of close to 1,000 sites and crew & resource database, we are equipped to handle requests immediately which is expected in this fast paced business.

Lastly, Film Schools can't and don't provide this service either. Their goal is to educate individuals, teaching them skills to be able to work in this industry. While they help us as a community "partner" by providing much needed interns on productions, their goal is solely educational, not to recruit business.

Without the service provided by the PTFC the population described above that benefits from our efforts will be without representation, jobs, and ultimately money. The business we recruit and the millions accompanying this business, will go to other states or other areas of this state with well funded film offices (most likely Charlotte and Wilmington), along with the individuals that count on these job opportunities. Businesses will also be likely to leave the area without support.

**COLLABORATION (6 POINTS)**

**B.6. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?**

We work hard to collaborate with many various types of government, educational, and professional organizations. First, when trying to recruit a feature film, TV movie or commercial, we will reach out to partners in Economic Development, Convention & Visitors Bureaus, City council members and county commissioners in hopes that someone may know of a unique site within the city, county or region. We also reach out for assistance with our "partners" with road closings, filming in downtown areas, finding production rental office space for film productions. After successfully recruiting a project, we act as a liaison between the visiting productions and the local community and government in order to make sure the experience is a lucrative, positive experience for all involved.

# IDIS Setup

No data saved

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## IDIS Setup

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Please provide the following information

**Project Name**

**National Objective**

**Activity Number ID**

**HUD Activity Code**

**Project Description**

**Accomplishment Type**

**Initial Application Date**

**Service Area**

**Ward**

**Census Tract(s)**

**Block/Group**

**MWBE**

## C. Strategy and Performance

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:23 AM

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### C. Strategy and Performance

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Please provide the following information

#### STRATEGY (5 POINTS)

C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

#### PERFORMANCE (15 POINTS)

C.3. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if the stated program goals provided in C.5. are not achieved.

We track our effectiveness each year by the number of various projects that we recruit divided into categories (# feature films, # commercials, # TV movies or series, etc.). We also track leads we get for business and the amount of outreach we supply.

We also track the amount of money spent by production companies that film in the area. We provide each production with an expenditure form. If we are not able to get them to fill out the entire form, we ask if they'd please provide the overall spend in the region (not their entire budget, just how much was spent in the Triad region).

We also gauge the effectiveness of our efforts by the amount of crew, support services and production companies that we have in our database each year. We want to see how the crew base has grown from year to year.

Finally, we track the amount of locations scouted for various projects.

If we don't meet our objectives, we'll evaluate the factors that may have affected our results. For instance, a lack of competitive film incentives has negatively impacted our results. We strategize ways in which we can help improve upon these matters, like meeting with General Assembly members, educating them and urging them to pass a film incentive that will better help us compete as a state.

**C.4. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.**

We use a Key Performance Indicator form to track and monitor the amount of crew, support services, production companies that we have in the region and in our database, the number of location sites scouted and in our online location library, the amount of productions we serve divided by types (feature films, TV movies, TV episodes, Series and commercials) We also track leads we get for business and the amount of outreach we supply.

When we need to track the amount of money spent by production companies, We have an expenditure form that we provide productions after they have filmed in the area. It includes fields where they can list how many local crew were hired and how much money they spent in the area on local hires, accommodations, and anything else.

**C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.**

**Applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings.**

Stated Program Goals	Program Activities in Support of Goals	FY 19-20 Previous Year Results	FY 20-21 Current Year Projected Results	FY 21-22 Next Year Anticipated Results
Increase marketing of WS to outside filmmakers in order to increase our opportunities in recruiting film, TV & commercial work.	Increased marketing to filmmakers widen our scope of contacts within the film industry and create new working relationships.	Worked to assist/recruit 3 features, 4 reality TV series, 34 commercials, 14 TV segments, and 4 other projects (music videos & documentaries).	Work to assist/recruit 3 features, 3 reality TV series, 35 commercials, 15 TV segments, and 5 other projects.	Work to assist/recruit 5 features, 3 reality TV series, 40 commercials, 20 TV segments, and 5 other projects.
Increase the number of WS professional crew and support service companies in our database.	By providing jobs for WS crew by recruiting productions we will be able to retain our professional crew and support services.	Worked to increase the number of WS crew and support services in the database from 420 to 497.	Work to increase the number of WS crew and support services in the database from 497 to 520.	Work to increase the number of WS crew and support services in the database from 520 to 550.

	With an upswing in production we'll also be able to recruit more crew and businesses to support the film industry.			
Increase the number of Winston-Salem locations in database.	Research, scout and photo new sites in W-S will enable us to react quickly to production companies requests for suitable sites with up to date and new images.	Work to photo and increase W-S sites from 286 - 299.	Work to photo and increase W-S sites from 299-315.	Work to photo and increase W-S sites from 315-330.

	Total Unduplicated Number Served	Total Number Served
FY 19-20 Previous Year Results	1,200	2,400
FY 20-21 Current Year Projected Results	1,200	2,400
FY 21-22 Next Year Anticipated Results	1,500	3,000

**C.6. FY 19-20 Program Accomplishments**

In 19/20 the Piedmont Triad Film Commission did well despite the pandemic! We updated our website, we helped to recruit and/or facilitate the feature films "Kill Giggles", Untitled Baseball film directed by Grady Hall former Chicago White Sox pitcher, feature film "Mayberry Man", the reality series "Toymakerz", "My Big Fat Fabulous Life", another series about Bowman Gray Racing and a NEW National Geo Wild series "The World's Largest Zoo - NC". In addition, we assisted and/or recruited 34 commercial productions. Other projects assisted include a music video for the group SoulJam, a couple of documentaries, dozens of still photography shoots and commercial productions and many TV segments including "America's Ninja Warriors".

We are also planning on actively marketing some empty warehouse spaces, including Whitaker Park as possible stage space for filmmakers needing buildings where they can build sets for TV series.

In addition, we continue to work to educate NC legislators on ways to improve upon the NC Film Grant so that Forsyth County's ability to attract productions is leveled with the IATSE Union designated "Production Centers" of Wilmington and Charlotte.

Executive Director Rebecca Clark was been asked by Governor Cooper to participate on the newly formed NC Film Council. Clark will provide much needed representation on behalf of Forsyth County.

**C.7. FY 21-22 Key Objectives**

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1. Our key objectives are outlined above in performance measures, however in addition, we'd like to continue hosting networking events for area crew and production company owners to strengthen our crew and company resources. This will allow crew to work together on projects and for crew and other production resource companies to know what is readily available in the area so that there can be more local hires and more local resources utilized on productions, whether from outside the region, or a locally produced production.
2. Because of the reduced state film incentives, we will build our local productions by local crew and encourage local ad agencies to shoot local.
3. We will continue to build our location library to include more Winston-Salem private residences so that we can attract more lucrative still photography shoots/catalog shoots to the city.

## D. Organizational Capacity

Completed by rebecca@piedmontfilm.com on 11/24/2020 11:10 PM

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

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### D. Organizational Capacity

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Please provide the following information

#### MISSION (5 POINTS)

**D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?**

The Mission of the Piedmont Triad Film Commission is to create job opportunities, generate revenues, elevate regional visibility, and advocate economic development within Winston-Salem and the entire Piedmont Triad region. This service is accomplished by recruiting, promoting, marketing, and facilitating the creation, production and filming of motion pictures, television programs, and visual commercial advertisements to and within the region. These programs help advance our mission by helping us to recruit more job opportunities, money to the region and it raises positive publicity for our organization which also provides a positive economic benefit and publicity for the City of Winston-Salem.

#### FUNCTION (5 POINTS)

**D.2. How long has your organization been in operation?**

27 years

**D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?**

The film commission benefits and serves Winston-Salem and its citizens multiple ways. First, by recruiting film, TV, commercial business, we are providing much needed jobs for Winston-Salem's production crew, individuals trained for jobs behind the scenes on production jobs including videographers, sound mixers, directors, producers, location scouts, etc.), including graduates from the area's film school programs.

Recruiting this lucrative industry also benefits a wide variety of existing businesses like hotels, restaurants, dry cleaners, office rental supply companies, rental car companies, florists, tourist sites, hardware supply stores, etc.

When a film company comes into the area, there's a huge boost to the local economy. In addition to hiring people as crew, or actors, and patronizing various businesses, they also bring in some out of town crew who are all in the city spending money. Millions are spent annually in this region due to production work and jobs.

The City of Winston-Salem receives positive worldwide publicity when a major motion picture is filming in the region. This attention can help attract visitors to our city.

Lastly, our services are not duplicated by any other organization including other economic development offices, chamber of commerces, or tourism offices.

#### STRUCTURE (5 POINTS)

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**D.4. In the chart below, list key personnel involved in the proposed project/program.**

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Executive Director	Plan and execute all business recruitment efforts. Track expenditures of productions of projects recruited and filming in the region. Keeping crew and location database up to date. Work with the Board of Directors to secure funding for the organization. Work with the NC Film Office Film Counsel (which Clark is on) to advocate for increased business in Winston-Salem and a myriad of everything else that is needed from providing film companies with 24/7 access and speaking to local groups like the Hotel/Motel Associations and area Leadership groups.	40	15.00 %
Marketing Specialist	Reach out to new potential clients to expand business opportunities. Engage the local community, the transient production companies along with our funders by providing regular e-newsletters and other correspondence. Help to design and produce various marketing materials as needed.	20	15.00 %

**D.5. List all executive staff and their compensation (other than per diem).**

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
Rebecca Clark	Executive Director	\$75,000.00	20.00 %

**D.6. Attach an organizational chart**

**Organizational Chart \*Required**

PTFCorganizationchart.pdf

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

**Describe the hiring process and how it is structured to provide the most diverse candidate pool.**

When hiring, we determine interviews based on an individual's resume demonstrating their past work experience, education and skills. During interviews we gauge the level of interest, interpersonal skills, the candidate's responses to questions and the candidate's questions to us. Based on these interactions, we choose the person most capable for the job regardless of sex, race, religion, gender identification or sexual orientation. We are proud to be an equal opportunity employer when we are able to hire staff.

**Please enter the total number of Full-Time Positions and Employees you have in the table below**

	Male -	Male -	Male -	Female -	Female -	Female -

	White	Black	Other	White	Black	Other
Executives/Managers				1		
Professionals						
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Full-Time						

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers				1		
Professionals						
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Part-Time/Temp						

**D.8.**

Attach a list of all Board Members AND compensation (other than per diem) **\*Required**

BOD 2020-2021w-terms.pdf

**D.9. Number of full Board meetings held during the last twelve months**

4

**D.10. Number of Board's Executive Committee meetings held during the last twelve months**

4

**ABILITY (5 POINTS)**

**D.11. Describe the implementation or operational plan to get the proposed project/program up and running in a timely manner. Describe any key contingencies on which the startup depends. Please upload any maps, milestones, etc. to "F. Required Documents."**

The PTFC Executive Director has had 26 years experience successfully promoting the region’s various locations, crew and other production resources in order to recruit business. As an Association of Film Commissioners International (AFCI), our film office is not only a professionally accredited film commission, but the staff has been properly trained to be a certified film commission professional and acts, responds to requests for information, scouts sites, records and tracks production expenditures in accordance with other AFCI trained and professional film commissioners worldwide. The PTFC has been successfully implementing these operations and professional duties consistently over the last 27 years.

**D.12. How do your policies and procedures (including marketing, outreach, eligibility determination and appeals) ensure fair and equal access to the benefits of the program to all persons who seek to participate?**

We abide closely to the professional guidelines addressed by the AFCI (Association of Film Commissioners International), and market and assist any and all filmmakers no matter what their budget, their sex, race, religion,

gender identification, or sexual orientation. We do not tolerate unequal access or treatment and actually embrace diversity.

## E. Cost Effectiveness

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

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### E. Cost Effectiveness

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Please provide the following information

#### BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
Program Services	\$50,000.00	\$50,000.00	\$60,000.00
Fundraising	\$0.00	\$0.00	\$0.00
Management and General	\$100,000.00	\$100,000.00	\$110,000.00
<b>Total Expenditures by Program</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$170,000.00</b>

Expenditures by Category	Budgeted FY 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
Employee Salaries and Wages	\$100,000.00	\$108,000.00	\$110,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$8,000.00	\$6,000.00	\$8,000.00
Training and Conference Registration	\$5,500.00	\$1,000.00	\$7,000.00
Membership and Dues	\$2,000.00	\$3,000.00	\$4,000.00
Travel and Transportation	\$7,500.00	\$5,000.00	\$8,000.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$0.00	\$0.00	\$0.00
Goods Purchased for Resale	\$0.00	\$0.00	\$0.00
Other Contracted Services	\$7,000.00	\$7,000.00	\$8,000.00
Other Operating Expenditures	\$18,000.00	\$20,000.00	\$25,000.00
Capital Outlay	\$2,000.00	\$0.00	\$0.00
<b>Total Expenditures by Category</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$170,000.00</b>

Revenues by Category	Budgeted FY 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
City of Winston-Salem	\$35,000.00	\$35,000.00	\$35,000.00
Forsyth County	\$30,000.00	\$30,000.00	\$35,000.00
State of North Carolina	\$0.00	\$0.00	\$0.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$0.00	\$0.00	\$0.00

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Memberships	\$0.00	\$0.00	\$0.00
Donations	\$0.00	\$0.00	\$0.00
Foundation Grants	\$10,000.00	\$10,000.00	\$0.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$75,000.00	\$75,000.00	\$100,000.00
<b>Total Revenues by Category</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$170,000.00</b>

**Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.**

Our marketing expenses are reflected in "Other Operating Expenditures" which includes costs for our online database, website updates, newsletter costs, and all other marketing and promotional materials we use.

**E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.**

Year	Funding Source	Funding Amount
2020	W-S	\$35,000.00
2019	W-S	\$35,000.00
2018	W-S	\$34,640.00
2017	W-S	\$32,310.00
2016	W-S	\$30,800.00

**E.3. Please complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program.**

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Online datase & website	\$7,000.00	\$7,000.00	City of Greensboro
Trade Show Attendance	\$2,000.00	\$2,000.00	City of Greensboro
Marketing Costs	\$17,000.00	\$17,000.00	City Of Greensboro
General Operating funds	\$11,000.00	\$11,000.00	City of Greensboro
	\$37,000.00	\$37,000.00	

**E.4. For each activity and line item above, please provide a short but detailed description of how City resources will be used to carry out proposed programming.**

Online Database and website: We have a database that 75% of film commissioners worldwide have called Reel Scout. That alone, is 11,500 every year. We're also allocating an extra \$1,000 or more towards any website updates.

Trade Show Attendance: Each year, typically, our film office attends marketing trips and/or trade shows with the other NC regional film offices and the NC Film Office. We share expenses with these other participating film offices.

Marketing Costs: This will be the cost for marketing materials we need to invest in - including collateral to give out at marketing events, brochures for production companies, subscriptions for e-newsletters and any other software we need to create these items.

General Operating funds: These funds will go towards our office rental, internet and other utilities and expenses including salaries.

**E.5. Where another stakeholder or agency is providing non-monetary assistance with a particular aspect of your programming, please provide a short description of those activities and how they will supplement the use of City funds.**

N/A

**E.6. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.**

We are asking for the same amount we received in 2020/2021 - \$35,000.

#### **SUSTAINABILITY (7 POINTS)**

**E.7. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.**

We will continue to obtain additional regional support from more of our outlying counties and seek out new grant opportunities. In order to keep our investments from the communities we serve, we will provide regular updates and activity reports.

#### **BARRIERS (3 POINTS)**

**E.8. Describe any potential programmatic barriers to project implementation (e.g. recruitment or outreach challenges, etc.) and your plans for overcoming them.**

The barrier that exists currently is the need for a better state film incentive which we are currently working to remedy with Winston-Salem state legislators. As it is now, the major productions that our limited state film incentive attracts want to film in the union designated production centers of Wilmington and Charlotte (where there's a large majority of Union crew. Although we have plenty of union and non-union crew in the region, big productions typically have agreements with IATSE to shoot in their designated production centers. To shoot elsewhere increases the production's costs. We have introduced fabulous ways in which we can level the playing field with an improved incentive and legislators are currently proposing bills with our idea.

In addition, being a one person office has limited our outreach to new local companies, and interact in a more beneficial way with our local community. We've hired a part time assistant to address these needs, but we also need to expand our budget to allocate for this additional help.

**E.9. Describe any institutional barriers to project implementation (e.g. staff vacancies, pending departures, etc.) and your plans for overcoming them.**

We do not foresee any institutional barriers per se, but we do have stiff competition from other more active film production centers like Wilmington and Charlotte. I am working with legislators on ways to level the playing field so that the state incentive can help bring business to all parts of the state - specifically the Winston-Salem area.

Another barrier this year was the pandemic. Surprisingly enough, we stayed busy. We hosted a feature film in August with major safety protocols in place and regular, multi-weekly testing. We also took the down time to update and clear out our location and crew database, as well as scouting locations.

#### **AVERAGE COST (5 POINTS)**

**E.10. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)**



Proposed funds from the City for this project:	35,000
Number proposed to be served for the year:	4,000
Average City funds per beneficiary:	8.75
Proposed funds from all sources:	170,000
Number proposed to be served for the year:	12,000
Average total funds per beneficiary:	14.67

## F. Required Documents

Completed by rebecca@piedmontfilm.com on 11/25/2020 12:26 AM

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

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## F. Required Documents

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Please provide the following information

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### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

Conflict of Interest

**Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. \*Required**

990 6:30:19.pdf

**Organization By-Laws \*Required**

Bylaw Revision 2014 FinLRC.doc

**Articles of Incorporation \*Required**

Articlesofincorporation.pdf

**Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) \*Required**

Employee Manual.pdf

**IRS 501(c)3 Designation Letter \*Required**

501c3 letter:nonprofit.pdf

**Audited financial statements or a third-party review** **\*Required**

50175-2019-Caseware-Final-6-30-19 Financial Statements-3162020 35659PM.pdf

**North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)**

**\*Required**

North Carolina Secretary of State Search Results.webarchive

**Other**

*\*\*No files uploaded*

## G. Income Based Projects/Services Only

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:37 AM

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### G. Income Based Projects/Services Only

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\*\* Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

**G.1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.**

Income Range	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

**G.2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants**

## H. Construction/Rehab Only

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:37 AM

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

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### H. Construction/Rehab Only

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\*\* Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.\*\*  
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

**H.1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.**

**H.2. Provide a projected timeline for the proposed work.**

**H.3. Describe how the project will be managed, including the contractor procurement process.**

**H.4. Describe the target market, including any special populations to be served.**

**H.5. Describe the services or program you plan to provide.**

**H.6. Describe the property management plan.**

**H.7. List the development team members.**

**H.8. Describe the financial capability of the sponsor/owner organization, including submission of the organization's operating budgets, agency audits, and Form 990s for the prior three years, unless already submitted to the City.**

**H.9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.**

Project Name	Address	Type of Project	No. Units	Govmt Funding
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### Documentation

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**Market study or other analysis to verify the need for the project.**

*\*\*No files uploaded*

**Development costs that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.**

*\*\*No files uploaded*

**Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.**

*\*\*No files uploaded*

**Operating Budget**

*\*\*No files uploaded*

**Form 990**

*\*\*No files uploaded*

# I. Emergency Shelter Only

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:37 AM

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

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## I. Emergency Shelter Only

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\*\* Complete this section only if you are requesting funds for an Emergency Shelter project. \*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

### Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

### Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

## J. Rapid Rehousing and HMIS Only

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:38 AM

Case Id: 11193

Name: Piedmont Triad Film Commission Economic

Address: \*No Address Assigned

### J. Rapid Rehousing and HMIS Only

\*\* Complete this section only if you are requesting funds for a Rapid Rehousing project.\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

#### Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

#### Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

#### HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00



## Submit

Completed by rebecca@piedmontfilm.com on 11/25/2020 11:38 AM

**Case Id:** 11193

**Name:** Piedmont Triad Film Commission Economic

**Address:** \*No Address Assigned

---

## Submit

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I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Rebecca Clark

Electronically signed by rebecca@piedmontfilm.com on 11/25/2020 11:38 AM