

A. Organization & Contact Information

Case Id: 14447
Name: Piedmont Triad Film Commission - 2022/23
Address: *No Address Assigned

Completed by rebecca@piedmontfilm.com on 11/19/2021 2:40 PM

A. Organization & Contact Information

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 2022-23 Funding Request Amount

\$50,000.00

A.4. Agency's Total Operating Budget

\$150,000.00

A.5. Mailing Address

717 S. Marshall Street, Suite 105-E Winston-Salem, NC
27101

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

2001

A.9. Organization Fiscal Year

July 1 2022 - June 30th 2023

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

09/05/2022

A.20. Email

tourism@visitmayberry.com

A.21. Phone

(336) 786-6116

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B. Project Overview

Completed by rebecca@piedmontfilm.com on 11/19/2021 2:44 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

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B. Project Overview

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 updating our home page on our website. It will also be used to scout additional locations and attend several marketing trips to Los Angeles with other NC film commissions. We will also use part of the funds for general operational costs which include hiring much needed part time assistance.

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). Our website and information is widely available on other film industry sites, the NC Film Office, and the Association of Film Commissioners International's website.

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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. Describe the unmet need that the proposed project/program seeks to address. 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. We are one of three regional film offices in NC, the others being the Wilmington and Charlotte Regional Film offices.

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.4. 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.

C. Strategy and Performance

Completed by rebecca@piedmontfilm.com on 11/19/2021 4:59 PM

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C. Strategy and Performance

Please provide the following information.

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem's strategic priorities, adopted most recently in the [2017-2021 Strategic Plan \(2019 Update\)](#) and under review for adoption by City Council for FY 2022 - FY 2025 Strategic Plan, are used as guiding principles 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. 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 track our participant, program data and 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 and our participants by the amount of crew, support services and

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production companies that we have in our database each year. We want to see how the crew base has grown from year to year and the number of them hired on the projects we work to recruit. We encourage all productions whether local or transient to hire our local crew, shoot locally (utilizing and renting local sites) and patronize our local support service companies.

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

C.4. Explain the steps that will be taken if the stated program goals provided in C.3. are not achieved.

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.

Attach participant/program data sample report

Participant/Program Data Sample Report ***Required**

***No files uploaded*

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 20-21 Previous Year Results	FY 21-22 Current Year Projected Results	FY 22-23 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 in order to widen our scope of contacts within the film industry and create new working relationships which enables us to recruit business.	Worked to assist/recruit 3 features, 3 reality TV series, 35 commercials, 15 TV segments, and 5 other projects.	Work to assist/re-recruit 4 features, 3 reality TV series, 40 commercials, 20 TV segments, and 5 other projects.	Work to assist/re-recruit 5 features, 3 TV series, 40 commercials, 20 TV segments, and 6 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 497 to 520.	Work to increase the number of WS crew and support services in the database from 520 to 550.	Work to increase the number of WS crew and support services in the database from 550 to 560. (Its lower than the number we typically

	With an upswing in production we'll also be able to recruit more crew and businesses to support the film industry.			anticipate because we may have to remove people who are no longer in the business or have moved.)
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 299-315.	Work to photo and increase W-S sites from 315-330.	Work to photo and increase W-S sites from 330-345

	Total Unduplicated Number Served	Total Number Served
FY 20-21 Previous Year Results	5,000	12,000
FY 21-22 Current Year Projected Results	5,000	12,000
FY 22-23 Next Year Anticipated Results	5,000	12,000

C.6. FY 20-21 Program Accomplishments

In 20/21 the Piedmont Triad Film Commission did well despite the pandemic! During the first quarter of our fiscal year, we recruited a feature film "Where's Rose" that just premiered during the UK's film festival Raindance, and four more throughout the rest of the fiscal year, two local filmmaker's feature projects and two documentaries.

We hosted four major scouts of the region with filmmakers considering the area for their film projects.

We helped provide local government assistance with two reality series, "World's Largest Zoo" and "My Big Fat Fabulous Life" which is in its sixth season of filming. We helped to recruit five music videos and forty commercials including ones for Volvo, Wrangler, and a Krispy Kreme commercial with Chris Paul, helped to support and facilitate nineteen TV episodes or other productions including Lakefront Bargain Hunt (which filmed two different times), a WWE shoot, CBS Documentary on WSSU's 1967 Basketball team, documentary "Unlearn" and added numerous Winston-Salem and Forsyth County locations and crew to our online database.

We continue to be an advocate for also helping local filmmakers and student filmmakers so that they continue working and creating locally. Maintaining close relationships with Deans and faculty of the film schools to help retain graduates.

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 is currently serving on Governor Cooper's NC Film Advisory Board. Clark provides much needed representation on behalf of Winston-Salem and Forsyth County.

C.7. FY 22-23 Key Objectives

For 2022-2023, our goal and key objectives include successfully working with legislators to improve upon the current NC Film incentive so that this region can benefit from the major productions it attracts. We also plan to be able to increase the amount of production and hosting at least 5 major productions, 3 TV series along with numerous TV episodes and commercials as we typically are able to assist.

We'd like to expand our marketing trips. In addition to attending "LA Week" a networking event sponsored by the Associations of Film Commissioners International, we'd like to attend two additional marketing trips including one major film festival and an independent marketing trip to Los Angeles.

In closing, we wish to continue to advocate for more business and jobs in Winston-Salem by promoting our fabulous city and recruiting many more lucrative films, TV shows, commercials, music videos, corporate videos, webisodes and other new media business.

Attach participant/program data sample report

Documentation

Participant/Program Data Sample Report

***No files uploaded*

D. Organizational Capacity

Completed by rebecca@piedmontfilm.com on 11/19/2021 4:09 PM

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D. Organizational Capacity

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.

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 economic development organization.

STRUCTURE (5 POINTS)

D.4. In the chart below, list key personnel and executive staff 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	40	15.00 %

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	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.		
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.	10	10.00 %

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	\$84,000.00	15.00 %

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. Best practices for accessing a diverse hiring process and candidate pool include:

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, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - 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, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals						1
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

6

ABILITY (5 POINTS)

D.11. If this is an application for new funding, please describe the steps your organization will take to establish an action plan for successful program launch, including appropriate stakeholder training and coordination. Articulate a clear methodology for service delivery within the context of established goals and include a timeline of key action items and approximate dates for delivery.

N/A

D.12. Describe your organizations' past success with flexibly responding to unforeseen events, which had the potential to negatively impact deliverables. What were best practices learned, if any? How would you successfully use these practices with the proposed program, if necessary?

Our office remains flexible in all aspects of our operations. During Covid, when everyone was sequestered to their homes, our office felt it the perfect time to go out and get photographs of the cities and towns in the region - at a time when there was little to no traffic. It was a great time to beef up our locations and crew database, and make sure it was up to date. We continue to be flexible with whatever issues comes our way.

D.13. How does your program's policies/procedures ensure fair treatment, equitable access, and utilization of benefits for all persons, particularly marginalized and underserved groups and communities (i.e., marketing, outreach, eligibility determination and appeals)?

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

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E. Cost Effectiveness

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 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Program Services	\$50,000.00	\$50,000.00	\$55,000.00
Fundraising	\$0.00	\$0.00	\$0.00
Management and General	\$100,000.00	\$100,000.00	\$110,000.00
Total Expenditures by Program	\$150,000.00	\$150,000.00	\$165,000.00

Expenditures by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Employee Salaries and Wages	\$107,000.00	\$107,000.00	\$112,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$6,000.00	\$6,000.00	\$7,000.00
Training and Conference Registration	\$1,000.00	\$800.00	\$3,000.00
Membership and Dues	\$2,000.00	\$2,000.00	\$0.00
Travel and Transportation	\$5,000.00	\$4,000.00	\$7,000.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$0.00	\$0.00	\$3,000.00
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	\$22,000.00	\$23,200.00	\$25,000.00
Capital Outlay	\$0.00	\$0.00	\$0.00
Total Expenditures by Category	\$150,000.00	\$150,000.00	\$165,000.00

Revenues by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
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

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$0.00	\$0.00	\$0.00
Foundation Grants	\$0.00	\$0.00	\$0.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$85,000.00	\$85,000.00	\$95,000.00
Total Revenues by Category	\$150,000.00	\$150,000.00	\$165,000.00

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

Other Operating Expenditures is our basic marketing fund that helps us pay our annual rate for our locations and crew, support services database, any marketing collateral that we create, and any special events that help us market ourselves to our clients - business decision makers in the film and TV industry.

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
2017	W-S	\$32,310.00
2018	W-S	\$36,640.00
2019	W-S	\$35,000.00
2020	W-S	\$35,000.00
2020	2021 - WS	\$35,000.00

E.3. Complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program. List each additional funding source for the program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Online Database	\$6,000.00	\$6,000.00	City of Greensboro
Trade Show Attendance	\$2,000.00	\$2,000.00	City of Greensboro
Marketing	\$15,000.00	\$15,000.00	City of Greensboro
General Operating Funds	\$12,000.00	\$12,000.00	City of Greensboro
	\$35,000.00	\$35,000.00	

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.

The online database is a recurring cost of \$12,000 annually. It is recommended for us to have it as do the other regional offices of Wilmington and Charlotte have it, as does the NC FilmN Office have it. It is one of our most important marketing tools. Trade show/film festival attendance provides us the opportunity to meet one on one with film and TV professionals, the decision makers. Marketing represents all of our efforts to recruit business and encompasses everything from hosting filmmakers on a scout of the area to location scouting, to printing marketing collateral.

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.

N/A

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.

N/A

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:	35000
Number proposed to be served for the year:	5000
Average City funds per beneficiary:	7.00
Proposed funds from all sources:	165,000
Number proposed to be served for the year:	12000
Average total funds per beneficiary:	13.75

F. Required Documents

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F. Required Documents

Please provide the following information.

Documentation



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

E-File Form.pdf



Organization By-Laws *Required

Bylaw Revision 2015 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 third-party review from 2019 and 2020. ***Required**

Final-6-30-2020 Financial Statements.pdf

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

***Required**

Screen Shot 2021-11-19 at 4.52.57 PM.png

Participant/Program Data Sample Report ***Required**

***No files uploaded*

Other

***No files uploaded*

G. Income Based Projects/Services Only

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G. Income Based Projects/Services Only

** 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 renew@cityofws.org on 11/19/2021 5:14 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

Address: *No Address Assigned

H. Construction/Rehab Only

** 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 and provide 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.

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	Govt Funding
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Documentation

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

We are not applying for this type of funding.pdf

Participant/program data sample report *Required

We are not applying for this type of funding.pdf

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

We are not applying for this type of funding.pdf

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

We are not applying for this type of funding.pdf

I. Emergency Shelter Only

Completed by renew@cityofws.org on 11/19/2021 5:14 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

Address: *No Address Assigned

I. Emergency Shelter Only

** 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 renew@cityofws.org on 11/19/2021 5:14 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

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

K. HOPWA

Completed by renew@cityofws.org on 11/19/2021 5:14 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

Address: *No Address Assigned

K. HOPWA

Please provide the following information.

Are requesting funds for a HOPWA project?

Submit

Completed by renew@cityofws.org on 11/19/2021 5:15 PM

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

Address: *No Address Assigned

Submit

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.

Signed for Rebecca Clark

Electronically signed by renew@cityofws.org on 11/19/2021 5:14 PM

IDIS Setup

No data saved

Case Id: 14447

Name: Piedmont Triad Film Commission - 2022/23

Address: *No Address Assigned

IDIS Setup

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