

*The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations.*




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The SCFC recruits and facilitates the film and television industries to S.C. while fostering the growth of our indigenous personnel and companies to effectively compete in one of America's top exports.




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#### SC Film Commission Responsibilities

- Markets SC to film makers
- Recruits motion pictures and other related projects
  - Films: Feature, Documentary
  - TV: Episodic, Series
  - Commercials: National, Regional, Local
  - Print: Ads, Catalogues
  - Industry Suppliers (equipment, facilities, services)
- Grows the state's indigenous infrastructure
  - e.g., Crew, suppliers, schools, indie producers, film festivals
- Manages projects that film in SC
- Manages annual Production Fund Grants Program
- Conducts/Coordinates industry training seminars




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## South Carolina's Film Incentives

- 25% Wage Rebate for in state wages subject to SC taxation
- 20% Wage Rebate for out-of-state crew
- 30% Supplier Rebate for Qualified Expenditures
- Sales and Use Tax Exemption




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## U.S. PRODUCTION INCENTIVES AT-A-GLANCE




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## Production: Who Benefits?

- New money to South Carolina
- 33% - 50% of budget spent on location
- Personnel
  - Film technicians (\$23/hr. avg. wage)
- Suppliers
  - Hardware, office supplies, food, vehicles, restaurants, construction supplies, hotels, facilities, locations –
- SMALL BUSINESSES!




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### Examples of Film Crew Jobs

- Accountant
- Animal Wrangler
- Art Director
- Best Boy
- Cable Puller
- Camera Operator
- Casting Director/Agent
- Caterer
- Computer Effects
- Construction Coordinator
- Costumers
- Dialect Coach
- DP / Cinematographer
- Dolly Grip
- Editor
- Foley Artist
- Gaffer
- Location Manager
- Production Designer
- Script Supervisor




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### Examples of Suppliers Needed

- Caterers & Craft Services
- Car & Van Rentals
- Cranes, Condors, Lifts
- Dry Cleaners & Laundry
- Hardware
- Hotels & Housing
- Lumber & Construction
- Production Equipment
- Security
- Wardrobe & Costumes
- Set Decoration
- Locations
- Office Supplies
- Wigs, Make-up, FX

\*In 2016, the film industry supported \$44B in payments to over 250,000 local businesses across the U.S.




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## Hollywood Comes to Town

- Prep**  
Introductions, Personnel/Suppliers, Locations, Facilities, Planning
- Production**  
Jumping Tall Buildings
- Wrap**  
"As Found or Better"




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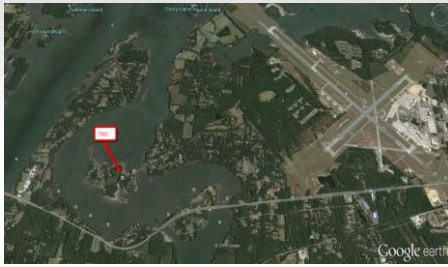
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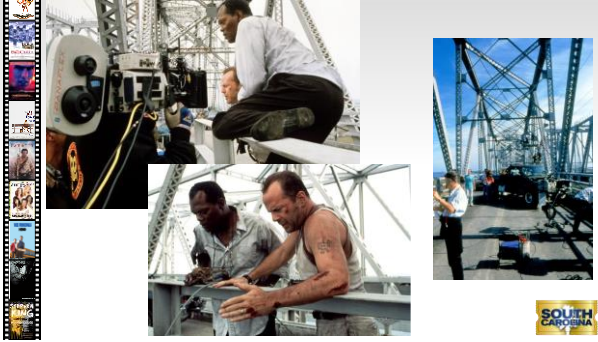
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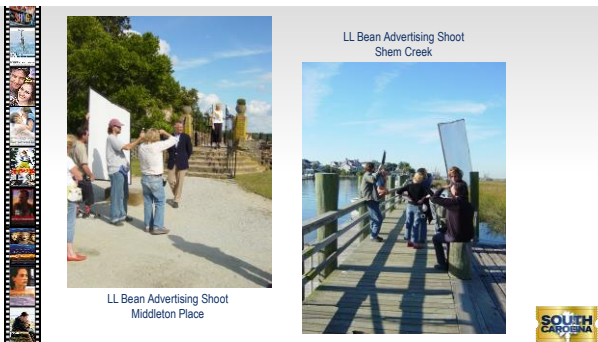
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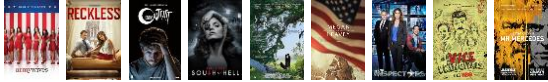
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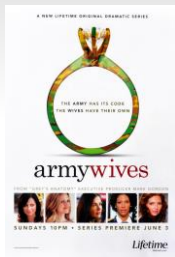
## The Direct Economic Impact of Motion Picture Productions

From CY 2012 – 2018, SCPRT awarded \$79,779,261 in Total Rebates, which generated....

- ✓ 2,754 Production Days in South Carolina
- ✓ 20,861 SC Hires
- ✓ 121,883 Film-Related Lodging Room Nights
- ✓ \$172,765,495 in Qualified Spending in South Carolina



## What One Series Can Do for South Carolina



Seven seasons of the Lifetime Series *Army Wives* resulted in

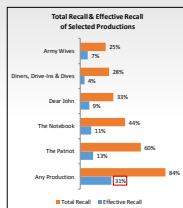
- 1,792 Production Days
- 101,000 Lodging Room Nights
- 14,600 SC Hires
- \$124,115,615 in Direct Spending in South Carolina
- Tremendous exposure for South Carolina by showcasing Charleston locations to 3.5 million viewers for one hour every Sunday night for seven years on a major cable network



## The Tourism Impact of Motion Picture Productions

In 2011, Strategic Marketing & Research, Inc. (SMARI) conducted two research studies designed to assess the impact of a sample of productions set in and/or filmed in South Carolina on leisure travel to the state. The productions included were *Dear John*, *The Notebook*, and *Army Wives*.

These research studies illustrated the level of influenced travel that could be attributed to productions set in South Carolina and gauged potential synergies created between these productions and traditional marketing efforts.



The most recent and most conservative estimate suggests that the selected South Carolina productions may have influenced 1.6 million household visits to South Carolina and approximately **\$1.7 billion in travel revenue** from 2001 - 2010.



[illegible]