

# Guilford County EDO/EDA Grant Application (FY 2018-2019)

[HTTP://WWW.MYGUILFORD.COM/](http://www.myguilford.com/)



To be considered for a FY 2018-2019 Guilford County Economic Development Agency Grant, this application and all attachments must be completed thoroughly and received by the deadline:  
**Monday, February 12, 2018 at 5:00PM.**

## **General Agency Information**

Agency Name  
Piedmont Triad Film Commission  
Phone Number  
336-393-0001

Federal Tax ID Number  
31-1739694  
Fax Number

Email/Website Address  
rebecca@piedmontfilm.com

Mailing Address  
717 S. Marshall St., Suite 105-E  
City Winston-Salem

State NC Zip 27101

Physical Address (if different from mailing)  
Guilford County Office: 1634 N. Main St., Suite 102  
City High Point

State NC Zip 27262

Is your organization incorporated? ☐ YES | ☒ NO

If YES, please list the name(s) of your President and Corporate Secretary:

Is your organization a L.L.C? ☐ YES | ☒ NO

If YES, please list the name(s) of your Managing Director(s):

Please attach the following items to your application:

- **Proof of your organization's current nonprofit 501(c)(3) tax exempt status and eligibility to receive tax deductible contributions, as confirmed by the Internal Revenue Service.**
- **An annual certified audit prepared by a qualified accountant or accounting service covering the last reporting period of operation. If a full audit is not available, include the most recent independent financial review.**
- **Current roster of all Board members, with terms specified.**

Complete the fields below with information for your organization's primary contact person during the application process:

First Name Rebecca

Last Name Clark

Title

Executive Director

Email Address (if different from agency email address)  
rebecca@piedmontfilm.com

Phone Number (if different from agency phone number)  
336-393-0001

## **FY 2018-2019 Agency Funding Request**

**FY 2018-2019 Funding Request Amount:** 25,000

Is the requested amount for: ☐ A one-time expenditure ☒ Ongoing expenditure(s)

Which type of expenditure will this request address (select all that apply)?

- ☒ Operating (Personnel, Supplies, etc.)
- ☐ Capital (Facility Construction, Vehicle, etc.)
- ☒ Program (Training, Marketing, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

If awarded will you utilize this grant as leverage to secure other funding?

- ☒ YES
- ☐ NO

If YES, please provide a brief explanation regarding the funding source, type, amount, and purpose?  
Guilford and Forsyth Counties are the two biggest counties that the Piedmont Triad Film Commission market to recruit film, TV and commercial business. They are also the two counties that benefit the most from our efforts. As a regional office, it is important for both

Has your organization received funding from Guilford County within the past three (3) fiscal years?

- ☒ YES
- ☐ NO

If YES, please list your funding history, related organizational/program objective(s) and resulting outcome(s) in the table below:

| <b>Fiscal Year</b>   | <b>Funding Amount</b> | <b>Program Objective</b>   | <b>Economic Impact</b>   |
|----------------------|-----------------------|--|--|
| <b>Ex. 2013-2014</b> | \$20,000              | Expand marketing opportunities to generate increased monthly event attendance by 10%, resulting in the creation of ten (10) jobs to assist with event planning and management. | Monthly attendance increased by an average of 200 attendees, or 11.5%, for each event. Generated an additional \$35,000 in annual ticket sales resulting in twelve (12) full-time positions created for event planning and management. |
| <b>2014-2015</b>     | \$25,000              | Recruited 4 feature films  | The entire economic impact was   |
| <b>2015-2016</b>     | 0                     | Recruited 3 feature films  | \$24.3 million dollars   |
| <b>2016-2017</b>     | \$25,000              | Besides assisting two TV   | \$20.8 million dollars   |

## **Organizational Capacity**

Please provide a brief description of your organization's mission, major/primary services and activities provided.

The Piedmont Triad Film Commission's (PTFC) mission is to create economic development - job opportunities, generate revenue, and increase visibility within the Piedmont Triad by recruiting the business of motion pictures, television programs, photography and commercial advertisements within the region and creating jobs for our local crew technicians.

In addition, the Commission serves the film community by building and maintaining a

Share your management and staffing structure, including staff years of experience in this field/industry and use of volunteers.

The PTFC, a nonprofit 501c3 organization, has a full-time Executive Director who reports directly to a volunteer Chairman, Vice Chairman and Board of Directors. The PTFC has 2 part time contract workers, one who helps with administration duties as needed and another who does the accounting for the office. Both of these individuals report to the Executive Director.

The Executive Director, Rebecca Clark, has 24 years experience marketing the Piedmont

Indicate how the programs/activities/services offered by your organization have benefited Guilford County citizens.

Over the 25 years that the PTFC has been recruiting business, thousands of Guilford County citizens have benefitted.

First and foremost, Guilford County's 362 crew technicians get work on the films, TV series and/or segments and commercial productions that are recruited to film in the region.

The businesses that production companies rely on while filming in the area. (hardware



## Program/Project Information

Please provide a detailed description of the proposed goals/objectives your agency/program/project will accomplish in FY 2018-2019:

Our goals for 2018/2019 are:

1. Increase marketing of Guilford County to outside producers, directors, scouts, etc., to increase our chances of landing lucrative productions.
2. Increase our database of professional local crew from 565 listings to at least 580, to attract larger productions and build our tax base.
3. Increase our online database of locations from 1035 to 1075.
4. Increase the number of major projects to the area and our economic impact on

Which economic development goal(s) listed below will your organization primarily address through its program(s) and/or activities (select at least **ONE**):

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Job creation and/or retention      | <input type="checkbox"/> Increase population  |
| <input type="checkbox"/> Increase taxable property                     | <input type="checkbox"/> Increase and/or improve agricultural industries                              |
| <input type="checkbox"/> Increase and/or improve industrial production | <input checked="" type="checkbox"/> Increase and/or improve business prospects within Guilford County |

If you selected **Job creation and/or retention**, please complete the table below:

| Fiscal Year   | # Jobs Created | # Jobs Retained | Estimated Economic Impact (\$) |
|---------------|----------------|-----------------|--------------------------------|
| Ex. 2013-2014 | 4              | 10              | \$410,750                      |
| 2014-2015     | 286            | 749             | \$7.15 million                 |
| 2015-2016     | 232            | 673             | \$5.8 million                  |
| 2016-2017     | 195            | 680             | \$4.79 million                 |

Explain how jobs are created and how did you calculate or verify this information? Describe below or attach documentation.

Ex. Utilizing the US Bureau of Economic Analysis' Regional Input-Output Modeling System, we calculated the economic impact of job creation and retention in the Guilford County region using the following formula:  $Total Labor Income = Payroll \times 1.6430$

Jobs are created anytime a production comes to the area. A film, TV or commercial production hires local freelance crew technicians who work behind the scenes as

If you selected **Increase taxable property**, please complete the table below:

| Fiscal Year   | Increase in taxable property (\$) | Additional Explanation  |
|---------------|-----------------------------------|---|
| Ex. 2013-2014 | \$50,000                          | Expanded site by 5,000 sq. ft. to include four (4) new classrooms and training conference room for workforce development program. |
| 2014-2015     |                                   |   |
| 2015-2016     |                                   |   |
| 2016-2017     |                                   |   |

How did you calculate or verify this information? Describe below or attach documentation.

Ex. The FY 2014-2015 Guilford County property tax assessment verified the new value.



If you selected one of the following economic development goals:

- **Increase and/or improve industrial production**
- **Increase population**
- **Increase and/or improve agricultural industries OR**
- **Increase and/or improve business prospects within Guilford County**

please provide a detailed outline of your plan below, including information on the target dollar amount(s) or percent increase(s) that will be achieved and sustained and how long. Provide and/or attach documentation explaining your calculations:

The PTFC will market Guilford County's local crew for jobs and locations for sites in order to recruit the lucrative business of film, TV and commercial productions. By recruiting this industry, Guilford County's business prospects will increase and expand. In recruiting more productions Guilford county become known as an established "film center" which will enable the county to attract support service companies that film productions rely on. These types of businesses include camera and lighting equipment rental companies and commercial studio stages, like Wilmington's Screen Gems.

The AFCE (Association of Film Commissioners International) is the professional organization in which all professional film commissions are members. They have documents on all the various ways that the film and TV industry has historically helped build and expand business communities. Wilmington, NC is a prime example of how the film industry can create peripheral businesses. Another example in the Piedmont Triad is the city of Mt. Airy which, to this day, attracts businesses that help reinforce its reputation as the influence for the fictional town Mayberry featured on "The Andy Griffith Show".

### **Organizational and Program/Project Information**

Organization's Proposed Operating Budget (FY 2018-2019)      158,640.00

Please provide in the area below, and/or attach a line-item budget, detailing proposed organizational expenditures and revenue for FY 2018-2019:

(See Attachment 1)

If the grant request is for a specific program/project sponsored by your organization, please provide in the area below, and/or attach a line-item budget, detailing proposed program/project expenditures and revenue for FY 2018-2019:

## **Performance and Evaluation Measures**

Outline the performance measures used to evaluate the effectiveness of your program and/or project and provide actual results for the prior three (3) fiscal years, along with year-to-date results for the current grant cycle and projected targets for FY 2018-2019: (Attach additional performance measures, if needed)

### **General Goals**

*Ex. Train clients to participate in vocation-specific internships or master apprentice programs.*

1. Increase marketing of the Guilford County area to outside producers, directors and
2. Increase our database of professional crew from 680 to 700 to attract larger
3. Increase our database of potential filming sites from 1035 to 10501. (More cont'd in

| <b>Performance Measures</b>  | <b>Actual<br/>FY14-15</b> | <b>Actual<br/>FY15-16</b> | <b>Actual<br/>FY16-17</b> | <b>YTD<br/>FY17-18</b> | <b>Target<br/>FY18-19</b> |
|--|---------------------------|---------------------------|---------------------------|------------------------|---------------------------|
| <i>Ex. At least five (5) program graduates will be accepted into vocational internships.</i> | 3                         | 5                         | 4                         | 1                      | 5                         |

(See Attachment #2)

As a reminder, please attach the following items to the application:

- Proof of your organization's current nonprofit 501(c)(3) tax exempt status and eligibility to receive tax deductible contributions, as confirmed by the Internal Revenue Service.
- An annual certified audit prepared by a qualified accountant or accounting service covering the last reporting period of operation. If a full audit is not available, include the most recent independent financial review.
- Current roster of all Board members, with terms specified.

**ALL APPLICATIONS AND ATTACHMENTS MUST BE SUBMITTED BY  
5:00PM ON MONDAY, FEBRUARY 12, 2018.**



## Attachment 1 - Piedmont Triad Film Commission Expected Revenues/Funding

| Expenditures by Program                                      | Requested<br>FY 18-19 |
|--|-----------------------|
| Program Services   | 68,640                |
| Fundraising  |                       |
| Management and General                                       | 90,000                |
| <b>Total</b>   | <b>158,640</b>        |
| <b>Expenditures by Category</b>                              |                       |
| <b>Personnel</b>   |                       |
| Employee Salaries and Wages (1 fulltime & 2 part time staff) | 90,000                |
| Employee Benefits  |                       |
| <b>Subtotal, Personnel</b>                                   |                       |
| <b>Operating Expenditures</b>                                |                       |
| Facility Rent and Utilities                                  | 12,000                |
| Training and Conference Registration                         | 5,000                 |
| Memberships and Dues   | 3,000                 |
| Travel and Transportation                                    | 9,640                 |
| Marketing  | 30,000                |
| Contracted Fundraising Services                              |                       |
| Good Purchased for Resale                                    |                       |
| Other Contracted Services                                    | 7,000                 |
| Other Operating Expenditures                                 |                       |
| <b>Subtotal, Operating Expenditures</b>                      |                       |
| Capital Outlay   | 2,000                 |
| <b>Total</b>   | <b>158,640</b>        |
| <b>Revenues by Category</b>                                  |                       |
| City of Greensboro   | 35,000                |
| Guilford County  | 25,000                |
| City of Winston-Salem  | 34,640                |
| Forsyth County   | 30,000                |
| City of High Point/High Point CVB                            | 15,000                |
| Randolph County  | 5,000                 |
| Surry County   | 2,000                 |
| Greensboro CVB   | 10,000                |
| Rockingham County  | 2,000                 |
| <b>Total</b>   | <b>158,640</b>        |



**Attachment #2 – Piedmont Triad Film Commission's Goals and Performance Measures**

|   |
|---|
| <b>General Goals:</b>   |
| <b>(Continued from application)</b>   |
| <b>4. Increase the number of projects to the area and our economic impact on community from \$21 million to \$25 million.</b> |

| <b>Performance Measures</b>   | <b>Actual<br/>FY 14-15</b> | <b>Actual<br/>FY 15-16</b> | <b>Actual<br/>FY 16-17</b> | <b>YTD<br/>FY 17-18</b> | <b>Objective<br/>FY 18-19</b> |
|---|----------------------------|----------------------------|----------------------------|-------------------------|-------------------------------|
| <b>Effectiveness Measures</b>   |                            |                            |                            |                         |                               |
| <b>1. Number of feature projects recruited.</b>   | <b>5</b>                   | <b>4</b>                   | <b>3</b>                   | <b>4</b>                | <b>5</b>                      |
| <b>2. Number of commercials/TV episodes/other.</b>  | <b>32</b>                  | <b>28</b>                  | <b>35</b>                  | <b>41</b>               | <b>45</b>                     |
| <b>3. Number of leads responded to.</b>   | <b>278</b>                 | <b>264</b>                 | <b>266</b>                 | <b>274</b>              | <b>290</b>                    |
| <b>4. Number of scouts hosted.<br/>(Hosted production companies on a tour through the area to be considered for projects)</b> | <b>7</b>                   | <b>4</b>                   | <b>6</b>                   | <b>5</b>                | <b>10</b>                     |
| <b>5. State leads which we responded by providing information.</b>  | <b>94</b>                  | <b>74</b>                  | <b>79</b>                  | <b>82</b>               | <b>100</b>                    |
| <b>Efficiency Measures</b>  |                            |                            |                            |                         |                               |
| <b>1. Economic Impact on community</b>  | <b>32 million</b>          | <b>24 million</b>          | <b>21 million</b>          | <b>21 million</b>       | <b>25 million</b>             |
| <b>Workload Measures</b>  |                            |                            |                            |                         |                               |
| <b>1. Number of Guilford sites sent to production companies</b>   | <b>101</b>                 | <b>89</b>                  | <b>93</b>                  | <b>103</b>              | <b>110</b>                    |
| <b>2. Number of crew promoted by PTFC from Guilford</b>   | <b>280</b>                 | <b>291</b>                 | <b>300</b>                 | <b>309</b>              | <b>315</b>                    |
| <b>3. Number of Guilford Production Companies served by PTFC</b>  | <b>80</b>                  | <b>82</b>                  | <b>85</b>                  | <b>88</b>               | <b>92</b>                     |

**2018/2019 Board of Directors  
Piedmont Triad Film Commission**

**Executive Committee:**

**Mr. Wade Wilson - Chairman**

Term ends September 2017  
UNCSA School of Filmmaking  
1533 S. Main St.  
Winston-Salem, NC 27127  
336-770-1411  
[wilsonw@uncsa.edu](mailto:wilsonw@uncsa.edu)

**Ms. Jessica Icenhour Roberts – Vice Chairman**

Term ends February 2018  
Director of Tourism & Marketing  
Greater Mount Airy Chamber of Commerce  
200 N. Main Street  
Mount Airy, NC 27030  
(336) 786-6116  
[tourism@visitmayberry.com](mailto:tourism@visitmayberry.com)

**Ms. Margaret Collins - Treasurer & Secretary**

Term ends September 2018  
Executive Director  
Center for Creative Economy  
119 Brookstown Ave., Ste 304  
Winston-Salem, NC  
(336) 580-1037  
[mcollins@centerforcreativeeconomy.com](mailto:mcollins@centerforcreativeeconomy.com)

**Board of Directors:**

**Ms. Phyllis Bridges**

Term ends May 2020  
115 Parkview Terrace Lane  
Jamestown, NC 27282  
336-989-0047  
[pbridgesa@gmail.com](mailto:pbridgesa@gmail.com)

**Ms. Mary Craven**

Term Ends September 2017  
Womble Carlyle Sandrige & Rice  
One W. Fourth St.  
Winston-Salem, NC 27101  
(336) 721-3735  
[MCraven@wcsr.com](mailto:MCraven@wcsr.com)

**Mr. Henri Fourrier**

Term ends September 2018  
Greensboro Conv. & Visitors Bureau  
2200 Pinecroft Rd., Suite 200  
Greensboro, NC 27407  
336- 335-1565  
[hfourrier@visitgreenesboronc.com](mailto:hfourrier@visitgreenesboronc.com)

**Ms. Leslie Hill**

Term ends September 2018  
911 Holland St.  
Winston-Salem, NC 27101  
336-777-0012  
[bonfilm@triad.rr.com](mailto:bonfilm@triad.rr.com)

**Dr. John Lee Jellicorse**

Term ends September 2018  
10 Forest Lake Circle  
Greensboro, NC 27407  
336-292-9421  
[jljellic@gmail.com](mailto:jljellic@gmail.com)

**Mr. Billy Rich**

Term ends May 2020  
1805 Saffron Place  
Winston-Salem, NC 27127  
336-692-5021  
[billr1216@hotmail.com](mailto:billr1216@hotmail.com)

**Mr. Bobby Todd**

Term ends May 2020  
Yadkin County Chamber of Commerce  
PO Box 1840  
Yadkinville, NC 27055  
336-679-8185  
[btodd@yadtel.net](mailto:btodd@yadtel.net)

**Bryan Toney**

Term ends February 2018  
Associate Vice Chancellor for Economic  
Development, UNCG  
1714 MHRA Building  
Greensboro, NC (336) 256-1298 (office)  
[bctoney@uncg.edu](mailto:bctoney@uncg.edu)

**Board Members we lost early 2018:**

**Mr. Norman Sloan (deceased 2/2018)**

Term ends September 2018  
3540 Clemmons Road, Suite 110  
Clemmons, NC 27012  
336-748-0008  
[nlsloanlaw@aol.com](mailto:nlsloanlaw@aol.com)

**Mr. Wilfred Tremblay (deceased 1/2018)**

Term ends February 2018  
Professor and Dean, High Point University  
The Nido R. Qubein School of Communication  
833 Montlieu Ave.  
High Point, NC 27262  
Office Phone: 336 841-9150  
[wtremblay@highpoint.edu](mailto:wtremblay@highpoint.edu)



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

DEC 27 2011

PIEDMONT TRIAD FILM COMMISSION  
416 GALLIMORE DAIRY RD STE M  
GREENSBORO, NC 27409

Employer Identification Number:  
31-1739694  
DLN:  
17053102301041  
Contact Person:  
SHEILA M ROBINSON ID# 31220  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 8, 2011  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)



**PIEDMONT TRIAD FILM COMMISSION**

**FINANCIAL STATEMENTS**

**Year Ended June 30, 2017**



**PIEDMONT TRIAD FILM COMMISSION**

**June 30, 2017**

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## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
Piedmont Triad Film Commission  
Winston-Salem, North Carolina

### *Report on the Financial Statements*

We have audited the accompanying statement of assets, liabilities, and net assets—modified cash basis of Piedmont Triad Film Commission (the Commission) [a nonprofit organization] as of June 30, 2017, and the related statement of support, revenue, expenses, and changes in net assets—modified cash basis for the year then ended, and the related notes to the financial statements.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the modified cash basis of accounting described in Note 1. This includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Commission's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Commission's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### *Opinion*

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Commission as of June 30, 2017, and the results of its operations for the year then ended in conformity with the modified cash basis of accounting.



**DMJ & Co., PLLC**

703 Green Valley Road, Suite 201, Greensboro, NC 27408 • PO Box 9258, Greensboro, NC 27429-0258

T 336-275-9886 • F 336-275-1129

dmj.com • Triad • Triangle • Sandhills

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*Basis of Accounting*

Note 1 of the financial statements describes the basis of accounting used by the Commission. The financial statements are prepared on the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

*DMJ & Co., PLLC*

Certified Public Accountants  
Greensboro, North Carolina

May 2, 2018

**PIEDMONT TRIAD FILM COMMISSION**

**FINANCIAL STATEMENTS**

**Year Ended June 30, 2017**

## PIEDMONT TRIAD FILM COMMISSION

STATEMENT OF ASSETS, LIABILITIES, AND NET ASSETS –  
MODIFIED CASH BASIS

June 30, 2017

## ASSETS

## Current Assets

|                  |            |
|------------------|------------|
| Cash             | \$ 120,209 |
| Security deposit | <u>300</u> |

Total Current Assets 120,509

Fixed Assets (net) 1,376

Total Assets \$ 121,885

## LIABILITIES AND NET ASSETS

Liabilities \$ -

Unrestricted Net Assets 121,885

Total Liabilities and Net Assets \$ 121,885

See accompanying notes to financial statements.



## PIEDMONT TRIAD FILM COMMISSION

STATEMENT OF SUPPORT, REVENUE, EXPENSES, AND CHANGES IN NET ASSETS —  
MODIFIED CASH BASIS

Year Ended June 30, 2017

**Public Support**

|   |                   |
|---|-------------------|
| Corporations, municipalities, and individuals | <u>\$ 138,460</u> |
|---|-------------------|

**Expenses**

|                           |              |
|---------------------------|--------------|
| Advertising and promotion | 2,700        |
| Professional services     | 7,802        |
| Telephone and utilities   | 3,294        |
| Insurance                 | 2,128        |
| Postage                   | 16           |
| Payroll expense           | 79,532       |
| Office supplies           | 19           |
| Travel and entertainment  | 2,142        |
| Memberships               | 750          |
| Development               | 17,513       |
| Lease expense             | 3,030        |
| Depreciation              | <u>1,083</u> |

|                       |                |
|-----------------------|----------------|
| <b>Total Expenses</b> | <u>120,009</u> |
|-----------------------|----------------|

|                             |        |
|-----------------------------|--------|
| <b>Change in Net Assets</b> | 18,451 |
|-----------------------------|--------|

|                              |                |
|------------------------------|----------------|
| <b>Net Assets, beginning</b> | <u>103,434</u> |
|------------------------------|----------------|

|                           |                          |
|---------------------------|--------------------------|
| <b>Net Assets, ending</b> | <u><u>\$ 121,885</u></u> |
|---------------------------|--------------------------|

See accompanying notes to financial statements.

## PIEDMONT TRIAD FILM COMMISSION

## NOTES TO FINANCIAL STATEMENTS

June 30, 2017

**1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES****Nature of Business**

Piedmont Triad Film Commission (the Commission) is a North Carolina not-for-profit corporation that was organized in 2000. Its purpose is to promote the economic growth of the Piedmont Triad region by marketing the region's locations, crew infrastructure, and support services to recruit feature film, commercial, TV, and still photography production company jobs and business.

**Basis of Accounting**

The financial statements have been prepared on the modified cash basis of accounting. This basis differs from generally accepted accounting principles primarily because contributions receivable are not recognized as revenue until cash is received and accounts payable are not recognized as expense until cash is paid.

**Basis of Presentation**

The Commission is required to report information regarding its financial position and activities according to three (3) classes of net assets: unrestricted, temporarily restricted, and permanently restricted. The Commission does not have any temporarily or permanently restricted net assets at June 30, 2017.

**Income Tax Status**

The Commission is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code. In addition, the Commission has been classified as an organization that is not a private foundation under Section 509(a)(1).

The Commission accounts for uncertain income tax positions by prescribing a minimum probability threshold a tax position must meet before a financial statement income tax benefit is recognized. The minimum threshold is defined as a tax position, based solely on its technical merits, that would more likely than not be sustained upon examination by the relevant tax authority with knowledge of the same facts. The tax benefit to be recognized is measured as the largest amount of benefit that is greater than fifty percent (50%) likely of being realized upon ultimate resolution. Based on all known facts, circumstances, and current tax law, the Commission believes the total amount of uncertain income tax position liabilities and related accrued interest are not material to its financial position.

As of June 30, 2017 and including the previous three (3) years considering extensions, the Commission's income tax returns are open and subject to examination by tax authorities with relevant jurisdiction. Should such an examination take place, management does not anticipate any significant issues related to open years.

**Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires the use of management's estimates.

**Contributions**

Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions.



**PIEDMONT TRIAD FILM COMMISSION**

**NOTES TO FINANCIAL STATEMENTS**

**June 30, 2017**

**1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES [cont'd]**

**Contributions [cont'd]**

Donor-restricted support whose restrictions are met in the same period are reported as unrestricted support in the statement of support, revenue, expenses, and changes in net assets.

All other donor-restricted support whose restrictions are not met in the same reporting period are reported as an increase in temporarily or permanently restricted net assets depending on the nature of the restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of support, revenue, expenses, and changes in net assets as net assets released from restrictions. As of June 30, 2017, the Commission had no restricted net assets.

**Advertising**

The Commission follows the policy of charging the costs of advertising to expense as incurred. Advertising expense was \$2,700 for the year ended June 30, 2017.

**Donated Materials, Facilities, and Services**

Services, materials, and facilities are donated to the Commission by various individuals and organizations. Donations of materials and facilities are recorded as contributions at their estimated fair value at the date of donation. No amounts have been reflected in the financial statements for donated services.

**Fixed Assets**

Fixed assets are stated at cost. Depreciation is provided over the estimated useful lives of the assets using the straight-line basis. Fixed assets consisted of the following at June 30, 2017:

|                                |                 |
|--------------------------------|-----------------|
| Computer equipment             | \$ 10,298       |
| Less: accumulated depreciation | <u>(8,922)</u>  |
| Fixed assets (net)             | <u>\$ 1,376</u> |

Depreciation expense was \$1,083 for the year ended June 30, 2017.

**2. SUBSEQUENT EVENTS**

The Commission evaluated events occurring subsequent to the statement of financial position date through May 2, 2018, the date the financial statements were available to be issued.

**3. OPERATING LEASE**

The Commission has an operating lease for office space that runs through June 30, 2017. Lease expense for the year ended June 30, 2017, was \$3,030. During July 1, 2017 to December 31, 2017, the Commission leased the office on a month-to-month basis at a rate of \$600 per month. The Commission signed a new lease that commences January 1, 2018, and ends December 31, 2018. Future minimum lease payments total \$6,600, due in monthly installments of \$600 from July 1, 2017 to December 31, 2017, and \$250 per month thereafter.

\$25,000

**Piedmont Triad Film Commission EDO/EDA Grant Application FY 2018-19**

- Submission Created  
Jun 20, 2018 5:08 PM EDT
- Agency Mailing Address  
717 S. Marshall St., Suite 105-E
- Mailing\_State  
NC
- Mailing\_Zip  
27101
- Physical Address  
Guilford County Office: 1634 N. Main St., Suite 102
- Physical\_City  
High Point
- Primary Contact\_First Name  
Rebecca
- Primary Contact\_Last Name  
Clark
- Primary Contact\_Title  
Executive Director
- Primary Contact\_Email  
rebecca@piedmontfilm.com
- Primary Contact\_Phone  
336-393-0001
- Agency Name  
Piedmont Triad Film Commission
- Federal Tax ID  
31-1739694
- Agency Phone Number  
336-393-0001
- Agency Email  
rebecca@piedmontfilm.com
- Mailing\_City  
Winston-Salem



- Physical\_State  
NC
- Physical\_Zip  
27262
- Incorporated\_No  
No
- LLC\_No  
No
- FY19 Ongoing Request  
Yes
- FY19 Request for Operating?  
Yes
- FY19 Request for Program?  
Yes
- Secure Other Funding\_Yes  
Yes
- Received Guilford Funds\_Yes  
Yes
- Fund History\_FY15 Fund Amount  
\$25,000
- Fund History\_FY16 Fund Amount  
0
- Fund History\_FY17 Fund Amount  
\$25,000
- Fund History\_FY15 Objective  
Recruited 4 feature films including "The Disappointments Room" starring Kate Beckinsale which alone, spent \$10.9 million dollars in the region. Other movies recruited to the region included the Nicholas Sparks film "The Longest Ride" and the film "Max" about a military service dog. In addition, we
- Fund History\_FY16 Objective  
Recruited 3 feature films and hosted "The Disappointment's Room" reshoots. Also helped My Big Fat Fabulous Life find crew, sites and office space.
- Fund History\_FY16 Objective  
Besides assisting two TV series with finding local crew and sites, we've helped facilitate several Dateline segments, Garage Gold, "Painting the Town with Eric Dowdle" and commercial productions.

- Fund History\_FY15 Impact  
The entire economic impact was \$31.5 million dollars from the 4 feature films, commercials, TV series and still shoots that were shot locally.
- Fund History\_FY16 Impact  
\$24.3 million dollars
- Fund History\_FY17 Impact  
\$20.8 million dollars (\*production is down statewide due to the limited film grant program which has recently changed this year.)
- FY19 Funding Request  
25,000
- Secure Other Funding Explanation  
Guilford and Forsyth Counties are the two biggest counties that the Piedmont Triad Film Commission market to recruit film, TV and commercial business. They are also the two counties that benefit the most from our efforts. As a regional office, it is important for both counties to see that the other is participating in investing in our organization. Forsyth currently has committed \$30,000 for the next fiscal year.
- Org Mission\_Services\_Activities  
The Piedmont Triad Film Commission's (PTFC) mission is to create economic development - job opportunities, generate revenue, and increase visibility within the Piedmont Triad by recruiting the business of motion pictures, television programs, photography and commercial advertisements within the region and creating jobs for our local crew technicians. In addition, the Commission serves the film community by building and maintaining a searchable library of potential locations production companies can rent for their film/TV/commercial projects along with an online database of local freelance crew technicians 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 PTFC creates leads by reaching out to key production personnel in major markets including Los Angeles and New York to identify potential projects to recruit. We also respond directly to leads provided by the NC Film Office in Raleigh when they are contacted directly by production companies looking for sites and crew. We maintain a database of local crew available to work on productions and of a wide variety of locations in the region that a production may wish to rent as a backdrop to their film. Once a film or commercial is in town, the PTFC is available 24/7 in case they need additional crew, road closures, or anything else demanding urgent attention. Finally, we help local production companies and ad agencies by providing them with crew and location information so that they will keep the dollars local.
- Org Management\_Staffing  
The PTFC, a nonprofit 501c3 organization, has a full-time Executive Director who reports directly to a volunteer Chairman, Vice Chairman and Board of Directors. The PTFC has 2 part time contract workers, one who helps with administration duties as needed and another who does the accounting for the office. Both of these individuals report to the Executive Director. The Executive Director, Rebecca Clark, has 24 years experience marketing the Piedmont Triad region and recruiting film, TV, commercial and music video production with the PTFC. She started one year after it was created.
- Org Benefits to Guilford County



Over the 25 years that the PTFC has been recruiting business, thousands of Guilford County citizens have benefitted. First and foremost, Guilford County's 362 crew technicians get work on the films, TV series and/or segments and commercial productions that are recruited to film in the region. The businesses that production companies rely on while filming in the area, (hardware stores, lumber supply companies, florists, rental car companies, dry cleaners, hotels, restaurants), get a huge boost in business which benefits business owners and employees. One example of this is that the Enterprise Rental Cars' manager has had to hire extra employees to keep up with the high demand when films are shooting in the area. Besides hiring crew and patronizing businesses, film companies also rent sites as backdrops for their films. Homes, buildings and other property, anywhere a film, TV movie or commercial is filmed, the owners get paid a location fee. Renting homes for commercials or still photography shoots can bring homeowners \$500 (one the low end) to up to \$5000 a day (depending on how many days they are filming, how unique the home is and other factors).

- FY19 Org Goals\_Objectives

Our goals for 2018/2019 are: 1. Increase marketing of Guilford County to outside producers, directors, scouts, etc., to increase our chances of landing lucrative productions. 2. Increase our database of professional local crew from 565 listings to at least 580, to attract larger productions and build our tax base. 3. Increase our online database of locations from 1035 to 1075. 4. Increase the number of major projects to the area and our economic impact on community from \$20 million to \$24 million. Our objective for the upcoming year is to recruit at least 3 feature productions and help facilitate the three major TV series shooting in the region. Working to increase the number of leads for business that we respond to from around 310 to 320 and to increase the amount of locations in Guilford County that we promote from 310 to around 320. We are focusing on an estimated economic impact of \$24 million dollars. We will accomplish all of this by directly contacting production companies and/or respond to inquiries from production companies interested in filming in the region. We'll provide them with information on local crew, great sites for filming and other infrastructure to support this specific industry. We also plan on hosting scouts of the region with key studio personnel (producers, directors, location scouts). We're aiming on at least 10 scouts of the region including a possible "Fam Tour". We'll increase the number of locations in Guilford County that we market - and local crew technicians by researching new sites, working with other county officials to identify new sites, and getting updated shots of sites in our location database. The more locations we have in our database, the quicker we can respond to inquiries and have exactly what a production company may require. To increase the crew technicians, we are planning on recruiting more job opportunities to the region. In addition, we will continue to research and update our crew database with recent local film school graduates and reaching out to other local crew for recommendations. Lastly, we'll continue to work with the NC Film Office by responding to leads that they provide directly and share with the regional film offices (the PTFC, Wilmington and Charlotte film offices). We also partner with these regional and state film offices to share expenses marketing ourselves at Trade Shows in Los Angeles.

- Econ Goal\_Job Creation Explanation

Jobs are created anytime a production comes to the area. A film, TV or commercial production hires local freelance crew technicians who work behind the scenes as electricians, carpenters, wardrobe stylists, etc. When a feature film comes into the area they hire on average 100 or more local crew. To calculate the number of crew hired in the above table, we've evaluated the number of local crew hired on the major projects (figures obtained from crew lists) and a conservative estimation of those hired on commercials and TV segments. The job retention number comes from the amount of active crew we have listed on our website during these years. Please note that there has been a loss of crew to other states like Georgia due to the changes made to the NC film incentive in 2015. Production



has also been down. We're expecting production to be on the upswing this next fiscal year due to positive changes to the NC film grant. To calculate the estimated economic impact, we took the number of jobs created and multiplied it by the average salary of a freelance crew member annually (on the low end) - \$25,000. We used no multipliers to present the most conservative number.

- FY19 Econ Goal\_Job Creation\_Retention  
Yes
- FY19 Econ Goal\_Increase\_Improve Business Prospects  
Yes
- Econ Goal\_Job Creation\_FY15 Jobs Created  
286
- Econ Goal\_Job Creation\_FY16 Jobs Created  
232
- Econ Goal\_Job Creation\_FY17 Jobs Created  
195
- Econ Goal\_Job Retention\_FY15 Jobs Retained  
749
- Econ Goal\_Job Retention\_FY16 Jobs Retained  
673
- Econ Goal\_Job Retention\_FY17 Jobs Retained  
680
- Econ Goal\_Job Creation\_FY15 Impact  
\$7.15 million
- Econ Goal\_Job Creation\_FY16 Impact  
\$5.8 million
- Econ Goal\_Job Creation\_FY17 Impact  
\$4.79 million
- Econ Goal\_No Job Create\_No Tax Property\_Detailed Outline  
The PTFC will market Guilford County's local crew for jobs and locations for sites in order to recruit the lucrative business of film, TV and commercial productions. By recruiting this industry, Guilford County's business prospects will increase and expand. In recruiting more productions Guilford county become known as an established "film center" which will enable the county to attract support service companies that film productions rely on. These types of businesses include camera and lighting equipment rental companies and commercial studio stages, like Wilmington's Screen Gems. The AFCEI (Association of Film Commissioners International) is the professional organization in which all professional film commissions are members. They have documents on all the various ways that the film and TV industry has historically helped build and expand business communities. Wilmington, NC is a prime example of how the film industry can create peripheral businesses. Another example in the



Piedmont Triad is the city of Mt. Airy which, to this day, attracts businesses that help reinforce its reputation as the influence for the fictional town Mayberry featured on "The Andy Griffith Show".

- FY19 Proposed Budget  
158,640.00
- FY19 Org Line Item Budget  
(See Attachment 1)
- Program Goal\_1  
Increase marketing of the Guilford County area to outside producers, directors and location scouts in order to increase our ability to recruit lucrative major film, TV and commercial business.
- Performance Measures\_1  
(See Attachment #2)
- Program Goal\_2  
Increase our database of professional crew from 680 to 700 to attract larger productions that rely on large amounts of professional crew.
- Program Goal\_3  
Increase our database of potential filming sites from 1035 to 10501. (More cont'd in Att.#2)