



## 2017

Eno River Media proposes the following actions be adopted by the North Carolina Legislature this session. Each can be adopted independently of the other actions. Each action strengthens the entire Film and Entertainment Grant Program. Taken together, this would present a very viable program to filmmakers in North Carolina and the United States.

There is a need for adjustments to maintain and expand North Carolina's film industry Grant Program.

The North Carolina Film Coalition brings forward a state budget friendly concept that will empower the NC film industry, its associates, and ancillary counterparts while expanding the industry in the state of North Carolina and providing solid metrics to state regulators. The key points of the proposal are below:

North Carolina Film Coalition (NCFC), a collection of across-the-state small businesses involved in the movie and television industry, advocates for the addition of two new tiers to the current acceptable North Carolina Film Grant system.

First, the NCFC would like to keep the current 30 million dollar Film And Entertainment Grant Fund as it is. If an increase is in the cards, that would be marvelous. If not, keeping it at the current funding level is crucial to the following proposals:

Second, we suggest adding a tier to the Film and Entertainment Grant Fund for permanent residents of NC running a business involved with the film and television industry who are producing \$100,000 - \$500,000 productions. The acceptance and processing of the grant would be the same as the original tier. We just have a lower threshold for North Carolina businesses who overwhelmingly work and produce at this level of activity. Indigenous businesses will actually see benefit from the NC Film Grant process.

To fund this second tier we suggest carving out 5 million dollars of the 30 million dollars.

Third, the 3rd tier would carve out an additional 1 million dollars from the 25 million dollars left to fund a dynamic advertising campaign, utilizing old advertising mediums and new, for the Film Festival industry in NC. Advertising would entice out of state dollars to these vibrant Film Festivals. We would target SC, TN, and VA.

Together, this three tier system should please the large Hollywood studio pictures, the indigenous film and television producers living and working in this state year round, and the North Carolina Film Festival industry that does a superb job at showcasing North Carolina filmmakers.