



ANNUAL REPORT FISCAL YEAR 2011

Georgia Department of Economic Development



Dear GDEcD partners,

During the 2011 fiscal year, our team here in Georgia and around the world worked diligently to live up to our commitment to seek out the best opportunities for the people of Georgia. At the Department, we take very seriously our charge to lead the statewide effort to market Georgia as the best place to do business. And even in light of these tough global economic times, our team and our partners have managed to secure some very positive results for the people and communities of Georgia, and the businesses that make a home in our state.

Through a network of partnerships and valuable statewide collaborations, we successfully managed 360 economic development projects through GDEcD's Global Commerce Division in FY11, an increase of 7 percent over the previous fiscal year. These projects created more than 22,000 jobs, representing a 12 percent increase. All told, GDEcD-assisted companies invested \$4.39 billion in communities throughout the state, an increase of 17 percent from FY10.

GDEcD's tourism professionals work every day to create strategic opportunities for Georgia's communities and bring visitors to our state. Tourism remains one of Georgia's top economic engines, with this industry employing almost 234,000 Georgians, accounting for \$6.8 billion in payroll in 2010. Domestic and international visitors spent \$21 billion in Georgia in 2010, an 8.3 percent increase from 2009. This increase in visitor spending contributed \$1.56 billion in state and local tax revenue in our state.

Georgia continues to reap the benefits of the 2008 Georgia Entertainment Industry Investment Act, and is now among the top five states in the nation for film and television production, with more than 327 productions shot in Georgia during the 2011 fiscal year. These productions brought in more than \$689.3 million in investment to Georgia, and generated an economic impact of \$2.4 billion. The state's Camera Ready Community Program, launched in October 2010, motivated 86 counties across the state to ready themselves to host a film or television production.

We understand that the work set before us would not be possible, or nearly as successful, without the support we receive from our partners in our mission to do the best job for Georgia. I believe the 2011 fiscal year is only the beginning of more positive things to come for our state as the world economy continues to mend. Our entire team is dedicated to ensuring that Georgia is at the leading edge of this rebound, and that our citizens have plentiful opportunities to benefit from new jobs and investment in Georgia.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Cummiskey".

Chris Cummiskey
Commissioner



GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

OUR VISION is to be the pre-eminent economic development team in the world – a unique public and private partnership working together for the state of Georgia.

OUR MISSION is to strategically deliver economic development throughout the state by:

- Attracting new business investment
- Supporting the expansion of existing industry and small businesses
- Locating new markets for Georgia products
- Attracting tourists from within and outside Georgia
- Promoting Georgia as a desirable location for entertainment businesses and projects
- Partnering with stakeholders to optimize results

We accomplish these goals by working as a team, being accountable, building relationships, delivering measurable results, bringing value to our customers, acting with integrity and being proactive and strategic.

FY11 HIGHLIGHTS

The three divisions of the Georgia Department of Economic Development continued to make significant progress despite economic headwinds during the state's 2011 fiscal year, which ended June 30, 2011. Jobs created through business recruitment and expansion, international trade, entertainment productions and travel continued to increase, as did investment. In fact, several of GDEcD's teams achieved record goals in a year that saw the transition of Georgia's leadership from Governor Sonny Perdue to Governor Nathan Deal. The commitment of both governors to establish Georgia as the best choice for business and tourism was reflected in the Department's successes, summarized on this page and further detailed in the rest of this report.

GLOBAL COMMERCE DIVISION

Economic Impact

- Companies invested \$4.39 billion in communities around the state, a 17 percent increase from FY10, and created 22,005 jobs, an increase of 12 percent.
- Global Commerce worked a record 360 projects in FY11, increasing from 338 in FY10. Expansion of existing Georgia businesses accounted for 64 percent of these projects and created 69 percent of the total number of jobs and 74 percent of total investment.
- 23 percent of FY11 investments were made by international companies, representing 4,045 jobs and \$1.6 billion in investment.
- GDEcD's International Trade team assisted 265 trade deals in at least 37 countries.

Sales and Marketing Efforts

- During FY11, Global Commerce team members supported 158 missions and trade shows.
- The Department organized three Governor-led missions doing business in seven countries, while welcoming 44 delegations from 55 countries.
- During FY11, industry team project managers made 651 visits to Georgia communities specifically to show prospects sites or buildings that might fit their search parameters.

TOURISM DIVISION

Economic Impact

- The travel industry in Georgia generated \$21 billion in tourist expenditures last year, up 8.3 percent from the previous year.
- Tourism generated \$1.56 billion in state and local tax revenue.
- Georgia was the 4th fastest-growing destination in the U.S. for international travelers, with a 19 percent increase.

- An estimated 115.9 million trips were taken to and within Georgia by domestic travelers in 2010.
- Georgia ranks 8th in the U.S. for spending by domestic travelers.
- Visitor Information Centers made almost 30,000 hotel reservations for Georgia travelers last year.

Sales and Marketing Efforts

- ExploreGeorgia.org experienced a 41 percent increase in website traffic, totaling 1,422,328 visits.
- 1,235 international tour operators and travel agents were educated about Georgia tourism product.
- 777 communities were assisted by regional and product development staff.
- 750,000 travel guides were distributed, and total readership is estimated to be more than 2.4 million.

FILM, MUSIC & DIGITAL ENTERTAINMENT OFFICE

Economic Impact

- FY11 saw record investment in the state by the entertainment industry, with more than \$689.3 million in direct spending in FY11.
- Total economic impact of the 327 feature films, TV movies, TV series, commercials and music videos that filmed in Georgia was \$2.4 billion, a 71 percent increase from FY10.
- A Motion Picture Association of America (MPAA)-commissioned study shows the Film Tax Credit program returns \$1.24 in state and local taxes for every \$1.00 spent.
- In the same study, film-induced tourism spending has been conservatively estimated at \$429 million, generating \$33 million in state and local tax revenues since 2005.

Infrastructure Growth

- In FY11, numerous entertainment-related companies expanded or located to Georgia, including the return of Panavision Cameras, which had closed its Georgia facility in 1998 due to lack of business. Although none of these companies are eligible to receive the Film Tax Credit, it is a testament to the effectiveness of this program that companies have followed their customers to Georgia.
- In August of 2010, EUE Screen Gems signed a 50-year lease with the City of Atlanta to take over the old Lakewood Fairgrounds. The company has refurbished the historic buildings on the site, creating soundstages and production office space. In February of 2011, it completed construction of a new 37,500 square-foot dividable soundstage—the third-largest east of California.



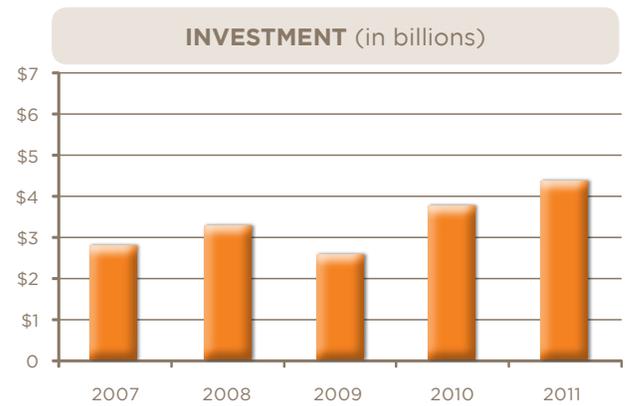
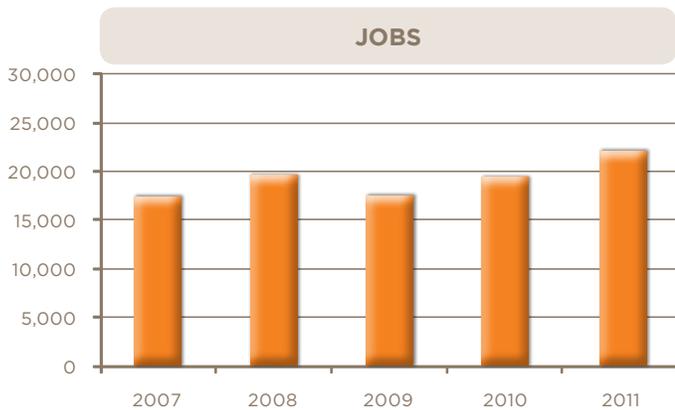
GLOBAL COMMERCE DIVISION **FY11 RESULTS**

MISSION

To generate economic development throughout the state by:

- Promoting Georgia's economic advantages and opportunities to companies around the world
- Attracting new business investment and increasing the state's GDP
- Increasing above-average wage opportunities for Georgians
- Supporting the retention and expansion of Georgia's existing industry
- Encouraging the growth and development of Georgia's entrepreneurs and small businesses
- Locating and growing new markets for Georgia products and services

GLOBAL COMMERCE - BY THE NUMBERS



	2007	2008	2009	2010	2011
Announcements	281	321	327	338	360
Jobs	17,385	19,668	17,467	19,661	22,005
Investment	\$2.78B	\$3.26B	\$2.55B	\$3.74B	\$4.39B
Leads	1,181	1,386	1,402	1,304	1,107
Percent of Leads to Locations	23%	23%	23%	26%	33%

LARGEST PROJECTS LOCATED IN FY11

COMPANY	JOBS	INVESTMENT	COUNTY	TYPE
Gulfstream Aerospace	1,000	\$500 million	Chatham	Expansion
Toyo Tire NA	520	\$910 million	Bartow	Expansion
FedEx Ground, Inc.	450	\$55 million	Gwinnett	Expansion
Great Dane	400	\$33.5 million	Bulloch	New
Triumph Aerostructures - Vought	250	\$17 million	Baldwin	Expansion
Electrolux	218	\$2.5 million	Richmond	New
Pratt & Whitney	180	n/a	Muscogee	Expansion
Phillips Van Heusen	150	n/a	Henry	New
SKC, Inc.	120	\$100 million	Newton	Expansion
Thyssen Krupp	110	\$30 million	Fulton	New

MILESTONES OF FY11

- Governor Deal's announcement of a new economic development program, the Georgia Competitiveness Initiative, launched a joint job creation effort by GDEcD and the Georgia Chamber of Commerce. During FY11, initial steps were put in place to explore specific business factors that contribute to the state's competitiveness. Statewide research was slated to be conducted and recommendations sent to the Governor by the end of the calendar year.
- Governor Deal led his first international economic development mission since taking office in May 2011, to the United Kingdom, Germany and Austria. The Governor called on numerous business prospects and, as of the end of FY11, resulted in the announcement of a new Georgia office by U.K. Trade and Investment.

DIVISION RESULTS

The following pages show a detailed statistical overview for the Global Commerce Division's fiscal year accomplishments.

Percentage changes in leads, announcements, jobs and investment from FY10 to FY11:

- Leads decreased 15 percent, which is indicative of companies using technology such as Georgia.org to self-qualify.
- Project locations increased by 7 percent.
- Investment increased 17 percent.
- Jobs increased 12 percent.

Rural Projects

- 218 (60 percent) of the 360 projects were located outside Metro Atlanta, Augusta, Macon, Columbus and Savannah. These projects accounted for 55 percent of the jobs created and 59 percent of the investment.

Foreign Direct Investment (FDI)

- 83 (23 percent) of the 360 projects were international, direct foreign investment projects. These 83 projects will create 4,045 jobs (18 percent of the total) and \$1.6B (37 percent of the total) investment. Typically, FDI projects create more jobs per project and have a high investment number.

New Companies

- 130 (36 percent) of the 360 projects located were the result of companies investing in Georgia for the first time.

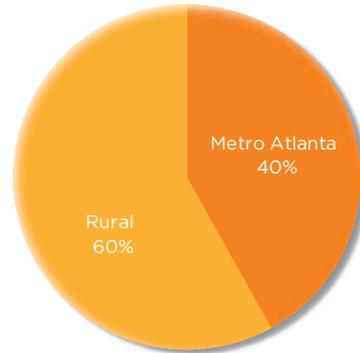
Expansions of Existing Georgia Companies

- 230 (64 percent) were expansions of existing Georgia businesses. The expansions will create 15,140 jobs (69 percent of the total), and \$3.26 billion in investment (74 percent of the total).

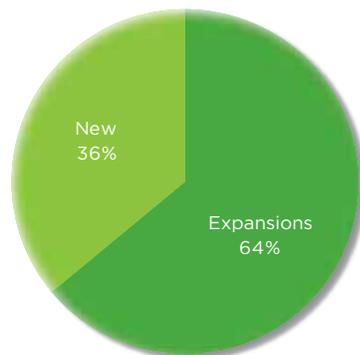
Community Visits

- During FY11, industry team project managers made 651 prospect visits to communities. During these trips, prospects are generally shown various sites or buildings that fit the parameters of their project.

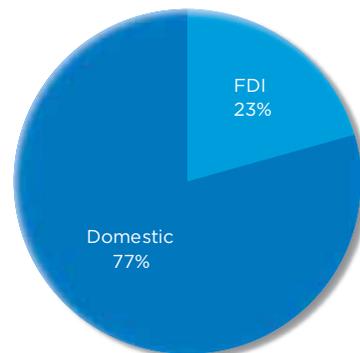
METRO V. RURAL PROJECTS



EXPANSIONS V. NEW PROJECTS



FOREIGN DIRECT INVESTMENT (FDI) V. DOMESTIC PROJECTS



GLOBAL COMMERCE TEAMS

The following teams focus on new investment opportunities for Georgia. These project managers develop industry-specific project leads, work with existing company expansions and recruit companies to Georgia, working in partnership with the state's Centers of Innovation, other state agencies, economic development partners and communities around Georgia.

AEROSPACE, DEFENSE AND ADVANCED MANUFACTURING TEAM

These seven professionals work on new investment opportunities with companies specializing in aerospace, defense, advanced manufacturing (including automotive) as well as textiles, paper, housing and chemicals.

Projects Located	19 <i>5% of total</i>
Jobs	3,532 <i>16% of total</i>
Investment	\$935M <i>21% of total</i>
Leads	173 <i>16% of total</i>
Community visits	210 <i>32% of total</i>

CORPORATE SOLUTIONS TEAM

These three professionals work on new investment opportunities with headquarters relocation projects as well as financial services companies and call centers.

Projects Located	12 <i>3% of total</i>
Jobs	1,167 <i>5% of total</i>
Investment	\$434M <i>10% of total</i>
Leads	83 <i>7% of total</i>
Community visits	106 <i>16% of total</i>

LOGISTICS, ENERGY, AGRIBUSINESS AND FOOD PROCESSING TEAM

These seven professionals work on new investment opportunities with companies specializing in agribusiness, food processing, energy and logistics.

Projects Located	13 <i>4% of total</i>
Jobs	1,323 <i>6% of total</i>
Investment	\$168M <i>4% of total</i>
Leads	150 <i>13.5% of total</i>
Community visits	128 <i>20% of total</i>

HEALTH SCIENCES AND ADVANCED TECHNOLOGIES TEAM

These four professionals work on new investment opportunities with companies in the strategic industries of health sciences, information technology, solar energy components and other high-tech products. The team also works with the gaming and digital technology industry.

Projects Located	19 <i>5% of total</i>
Jobs	1,346 <i>6% of total</i>
Investment	\$69M <i>1.5% of total</i>
Leads	128 <i>11.5% of total</i>
Community visits	99 <i>15% of total</i>

EXISTING INDUSTRY AND REGIONAL RECRUITMENT TEAM

These twelve regional staff members work with Georgia’s existing companies to help them grow, identify expansion opportunities and work new investment projects specifically targeted for their region.

Projects Located	265 <i>74% of total</i>
Jobs	14,033 <i>64% of total</i>
Investment	\$2.7B <i>62% of total</i>
Georgia Companies Assisted	1,280
Leads	473 <i>43% of total</i>

INTERNATIONAL INVESTMENTS TEAM

This team is comprised of six professionals in Georgia and professional staff in the following international offices: China, Germany, Japan, Korea, and the United Kingdom. Their language and cultural expertise provide an advantage to companies seeking foreign direct investment in the United States. These project managers serve as Georgia’s frontline global recruiters and project lead development specialists.

Projects Located	32 <i>9% of total</i>
Jobs	604 <i>3% of total</i>
Investment	\$20M <i>1.5% of total</i>
Leads	100 <i>9% of total</i>
Community visits	108 <i>17% of total</i>



INTERNATIONAL TRADE TEAM

The International Trade team’s staff of eight work closely with Georgia’s international trade representatives located in Brazil, Canada, Chile, China, Germany, Israel, Mexico, and United Kingdom to help companies export. Exporting creates twice as many jobs as domestic trade. For every job created in making the product or providing a service, another job is created in getting the product to market.

DEAL HIGHLIGHTS

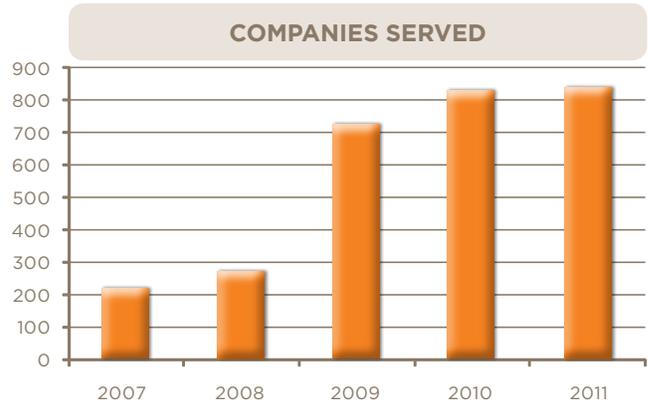
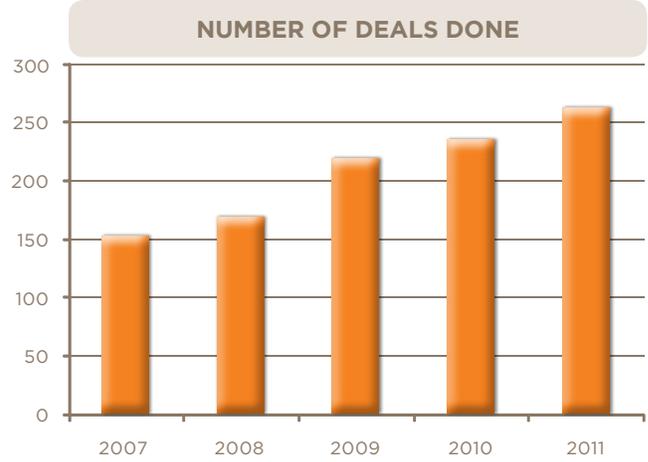
- Trade helped companies close 265 deals.
- 28 percent of Trade’s key clients closed deals as a result of assistance provided, averaging 2.65 deals each.
- 80 percent of companies closing deals had 100 employees or less; 42 percent had less than 20 employees.
- 52 percent of these deals were from companies outside of metro Atlanta.
- 54 percent of Trade’s deals were a result of assistance by GDEcD’s international offices.

TRADE ASSISTANCE PROVIDED BY INTERNATIONAL OFFICES

- GDEcD’s international offices provided significant assistance to 57 percent of Trade’s key clients.
- 50 percent of the international trade leads provided to Georgia companies were generated by GDEcD’s international offices.

GEORGIA COMPANIES ASSISTED

- While Trade assisted 852 Georgia companies, it provided significant, ongoing assistance to 354 Georgia companies.
- 51 percent of the companies Trade assisted were outside of metro Atlanta.
- 86 percent of the companies Trade assisted had 100 employees or less.



COMPANY SIZE	NUMBER OF DEALS
0 - 19 Employees	108 (46%)
20 - 100 Employees	85 (36%)
101+ Employees	42 (18%)

DIPLOMATIC OUTREACH

In FY11 GDEcD hosted the 25th annual International VIP Tour, which included diplomats representing 21 countries who toured communities, businesses, academic institutions and tourism attractions in the central and western regions of Georgia. This year’s group included representatives from Argentina, Belgium, Canada, Czech Republic, Denmark, Ecuador, France, Germany, Honduras, Hungary, Ireland, Israel, Japan, Liberia, Liechtenstein, Lithuania, Nigeria, Philippines, Sweden, Taiwan and the United Kingdom.

The state also led a delegation to the 34th annual joint meeting of the SEUS/Japan in October 2010, and one to the joint meeting of the Southeastern U.S.- Canadian Provinces (SEUS-CP) in New Brunswick in June 2011.

One other program, the International Business Liaison, supports the work of business recruitment and retention projects and international trade deals. Overall, this team supports the Global Commerce mission to bring jobs and investment to Georgia through a variety of programs and activities.

INNOVATION AND SMALL BUSINESS

The Georgia Centers of Innovation program focuses on the state’s strategic industries: aerospace, agribusiness, energy, life sciences, logistics and manufacturing. The centers help small, innovative Georgia companies grow by giving them access to university level research, product commercialization, industry networking, investors and funding services. Once a project reaches a viable stage, it is transitioned to the appropriate industry team. Innovation projects require technical expertise and typically require more assistance than traditional projects; however, they create very high-quality, high-paying jobs. At the end of the fiscal year 2011, the Centers of Innovation program was integrated with the Georgia Research Alliance.

The entrepreneur and small business programs and initiatives assist Georgia’s innovators and entrepreneurs, incorporating all aspects of economic development from technology promotion to local community support. In fact, 78 percent of the Georgia companies served by the Department’s regional and international trade teams employ fewer than 100 people.

GEORGIA RESEARCH ALLIANCE AND GEORGIA CANCER COALITION

Governor Deal’s FY12 budget, signed into law in May 2011, moved both the Georgia Research Alliance and Georgia Cancer Coalition under the umbrella of the Department. The Georgia Research Alliance, a public/private partnership of the state’s research universities, leading corporations and state government, accomplishes its economic development mission through recruiting top scientists to the state’s research universities, providing the sophisticated tools they need to develop technologies with significant commercial potential, and turning university-driven R&D into high-growth companies and high-value jobs. The Georgia Cancer Coalition is a not-for-profit organization that teams with other government agencies, academic institutions, civic groups, corporations and health care organizations in a concerted effort to strengthen cancer prevention, research and treatment in Georgia, with the ultimate goals of making Georgia one of the nation’s premier states for cancer care and reducing the number of cancer-related deaths in Georgia. In FY11, the Department began laying the ground for the transition of both these agencies to the agency on July 1, 2011, the beginning of the new fiscal year.

CENTERS OF INNOVATION	TOTALS
Projects transitioned to industry teams	29
Innovation-based projects in the pipeline	273
Potential jobs	9,761
Potential investment	\$5.6B
Technical assistance provided to industry teams	21



GEORGIA TOURISM DIVISION **FY11 RESULTS**

MISSION

To market Georgia as a premier travel and tourism destination through the development of unique tourism products and by providing leisure travel marketing programs that increase visitation and tourist expenditures, thereby creating jobs and an improved quality of life for Georgians. Division members are located in the Atlanta headquarters, as well as in nine regional offices and 11 visitor information centers across the state and in targeted international markets. In short, to inspire travelers to visit Georgia and to help them have a terrific experience when they do visit.

GOALS

- Increased economic impact on the state through job creation and increased tourist expenditures
- Increased market share for Georgia compared to other Southeastern states
- An increase in visitation and repeat visits
- Penetration of new markets with Georgia tourism product
- Creation of new tourism products that engage communities and businesses in tourism development and that draw additional visitors to Georgia

MILESTONES OF FY11

INDUSTRY-WIDE PERFORMANCE

The economic impact of the travel industry in Georgia increased in FY11, reflecting the growing inclination of people to travel during the past year, a national trend. Tourism expenditures in Georgia increased 8.3 percent to \$21 billion, generating \$847.5 million in state tax revenue.

The tourism industry created almost 234,000 jobs in FY11, with a payroll exceeding \$6.8 billion. Hotel occupancy in Georgia started to rebound in 2010, increasing 6.9 percent. Hotel revenues increased 7.2 percent in 2010.

DOMESTIC VISITATION*

Georgia ranked 8th in the U.S. in 2010 for spending by domestic travelers, second to only Florida in the Southeast region, despite having a marketing budget that ranked 36th.

For the second year in a row, GDEcD commissioned Longwoods International, a prominent tourism research firm, to help determine the quantity and demographic profile of domestic travelers to Georgia. This approach helps the Tourism division be strategic with its marketing resources and target travel segments capable of a high return on investment. Among Longwoods' findings:

- An estimated 115.9 million trips were taken to and within Georgia by domestic travelers in 2010. 45 percent of these were overnight trips.
- The average overnight traveler spent \$178 per day in Georgia, up 13 percent.
- The Georgia trip is longer than the national norm, consisting of 2.5 nights in Georgia and nearly 2 nights traveling to and/or from the destination.

**based on most recent 2010 calendar year data*

INTERNATIONAL VISITATION*

We continue to see results of GDEcD's aggressive drive to tap into international markets. International visitors tend to stay longer and spend more in Georgia. Every \$1 million in spending from international visitors creates 11.5 new jobs, generates more than \$333,000 in payroll and generates \$123,000 in state taxes.

- Georgia was the fourth fastest-growing destination for international visitors, with a 19% increase in inbound travel to the state.
- With more than 112 international tour operators carrying Georgia tourism product in all of the nation's top-producing countries for inbound travel, our international efforts continue to be a highly successful part of our sales strategy.

**based on most recent 2010 calendar year data*

SALES & MARKETING OVERVIEW

VISITOR INFORMATION CENTERS

The 11 state-managed Visitor Information Centers (VICs) served as the first point of contact for 12 million visitors last year, encouraging them to enjoy Georgia as tourists if they had not already planned to do so. Almost 30,000 hotel reservations made at the VICs in FY11 generated almost \$2 million dollars in room revenue, directly impacting the economy of local communities.

SALES

The GDEcD sales team actively promotes the state's tourism assets throughout the U.S. and in several international markets from the UK to China through a series of activities including sales missions, familiarization tours and trade shows, as well as through building relationships with tour operators, travel industry services, and media.

- During FY11 the sales team trained 1,235 international tour operators and travel agents to enable them to better sell Georgia tourism product.
- More than 112 international tour operators carried Georgia information and itineraries.
- The sales team took part in 22 domestic travel trade and consumer shows in FY11.

COOPERATIVE MARKETING GRANTS

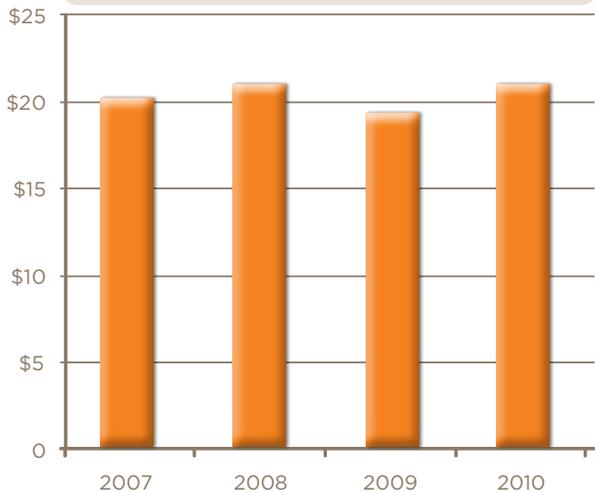
In FY11, a grant and co-op program invested \$371,000 in state funds and was matched by \$77,000 in regional funding and \$420,000 in private sector co-op funds. The \$868,000 invested, purchased more than \$2.2 million in media value and nearly 20 million consumer impressions.

PRODUCT DEVELOPMENT

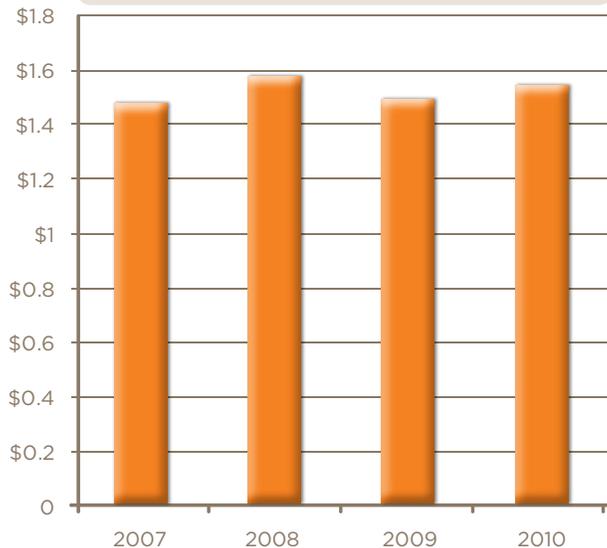
The Tourism Product Development team collaborates with communities, other state agencies and industry stakeholders to jointly create new tourism products: either new "bricks and mortar" projects such as attractions or resorts, or new packages that combine existing assets to better reach the marketplace. Regional and product development staff assisted 777 communities in FY11.

TOURISM - BY THE NUMBERS

TOTAL VISITOR EXPENDITURES
(in billions)



STATE AND LOCAL TAX REVENUE
(in billions)



HOTEL DATA



EXPLOREGEORGIA.ORG & SOCIAL MEDIA

ExploreGeorgia.org, the state's consumer web site, experienced a traffic increase of 41 percent over last fiscal year, totaling 1,422,328 visits, of which 83 percent were new to the site. The Tourism division is also actively leveraging the use of social media such as Facebook, Twitter and blogging to reach potential travelers. Social and e-mail lead generation in FY11 accounted for:

- 27,024 new Facebook fans, a growth of 435 percent.
- 3,902 new Twitter followers, a growth of 48 percent.
- 23,659 e-mail addresses acquired with 99.8 percent retention without opt-out.
- Of e-mail registrants, more than half signed up to receive more than one e-mail.

In FY11, the department started an innovative social media-based promotion called the "80 Days of Georgia Give-away," with prizes awarded daily on Facebook and Twitter from June through August of 2011. The campaign, part of a quarterly promotional strategy, helped generate 106 percent growth in the state's Facebook fan base and a 21 percent increase in Twitter followers. Other social media promotions included: Grand Slam Getaway, Ultimate Georgia Vacation Homestretch Giveaway and Georgia's Girlfriends' Getaway.

GEORGIA COUNCIL FOR THE ARTS

Governor Deal proposed to move the Georgia Council for the Arts to GDEcD in order to better leverage the arts in Georgia as a driver of economic development. HB264 was passed and signed into law in 2011, moving the Council from the state's Office of Planning and Budget to GDEcD effective July 1, 2011, and initiating a long term partnership to tie the arts with tourism and entertainment endeavors.

MARKETING INITIATIVES

- The department distributed 750,000 Georgia Travel Guides. The 2011 Travel Guide, released in January, featured Paula Deen and her sons on the cover.
- Georgia registered more than 41 million impressions in publications such as *Southern Living*, *Budget Travel* and *Atlanta* magazines during the spring and summer of 2011.
- The partnership with the Braves resulted in 105 million impressions.
- Six special sections in prominent consumer publications featuring Georgia, varying in length from 4 to 28 pages, were made possible by the cooperative advertising program in FY11. These special sections resulted in a total media value of \$1.46 million.

- The book "Crossroads of Conflict: A Guide to Civil War Sites in Georgia," developed in partnership with the Georgia Civil War Commission and UGA Press, went into its second printing.
- A new "Civil War 150" monthly newsletter and an online store featuring "Crossroads of Conflict" apparel and other Civil War Sesquicentennial items were launched.
- Georgia Tourism's partnership with Georgia Public Broadcasting continued with a 5th season of *Georgia Traveler*, delivering 5,141,214 impressions.
- Online media strategies drove additional visits during off-peak seasons and reached last-minute travelers. Digital media banners delivered 20,590,520 brand impressions through a combination of partnerships with Yahoo, Weatherbug, and ValueClick.
- The state's annual Travel Media Marketplace event brought 26 travel writers from the U.S. and Canada to Blue Ridge and Ellijay-Gilmer County May 12-14. This event generates an average of 17.2 million media impressions throughout the year for Georgia travel destinations, and included three media tours that were part of the 25 the state hosted for travel writers in FY11.
- On April 20, the Georgia Tourism division hosted an "open house" luncheon at the headquarters of the Southern Progress publishing group in Birmingham, Alabama. The event included a number of the state's tourism partners and provided a forum to showcase Georgia's tourism assets. Representatives of Georgia's nine geographic regions met with and introduced their unique tourism products to the editorial staff of *Southern Living*, *Coastal Living* and *Cooking Light*. The theme of the well-received event was "A road trip of Genuine Georgia, where every town has a story to tell."



GEORGIA FILM, MUSIC & DIGITAL ENTERTAINMENT OFFICE **FY11 RESULTS**

MISSION

To strategically deliver economic development throughout the state by:

- Attracting and assisting new entertainment projects and relocations
- Supporting the growth of indigenous businesses and infrastructure
- Marketing the state to prospects and customers
- Encouraging competitive incentives
- Promoting Georgia as both an entertainment industry destination and permanent business location

MILESTONES OF FY11

- Investments in the state by entertainment companies have surpassed all previous highs, with more than \$689.3 million in direct spending in FY11. Georgia is now among the top five states in the nation for film and TV production.
- In FY11, 336 feature films, TV movies, TV series, commercials and music videos located in Georgia, with an aggregate economic impact of \$2.4 billion, a 71 percent increase from FY10. The economic impact created in FY11 accounts for 22 percent of the entire film impact produced in the division's 38 year history.
- The FMDE office created the Camera Ready program to help economic impact from the film industry reach all corners of the state by offering film and television production companies access to local resources and information. The program is a special designation awarded to Georgia communities that are interested in attracting entertainment productions and meet the criteria established for the program. The state's Camera Ready Community program started in October 2010 with 16 counties and, as of June 30, 2011, included 86 counties across the state.



- A Motion Picture Association of America (MPAA)-commissioned study of the Film Tax Credit program shows a \$1.24 return in state and local taxes for every \$1.00 spent in tax credits since 2005.¹ Additional value for Georgia not quantified in the study is the increased brand awareness of the state through the Georgia Entertainment Promotion (GEP) logo included in the requirements for the full tax credit.

¹Source: "Economic Contributions of the Georgia Film and Television Industry" conducted by Meyers Norris Penny (MNP) in partnership with W2 Entertainment Partners and the Georgia Department of Economic Development, and commissioned by the Motion Picture Association of America (MPAA), February 2011.



FEATURE, INDEPENDENT, TELEVISION & EPISODIC PRODUCTIONS IN FY11

TOTAL COMBINED PRODUCTIONS: 117

- Features: 25
- Independents: 18
- Television and Episodic: 83

Total combined budgets for features and television: \$671.6M

COMMERCIALS: 189

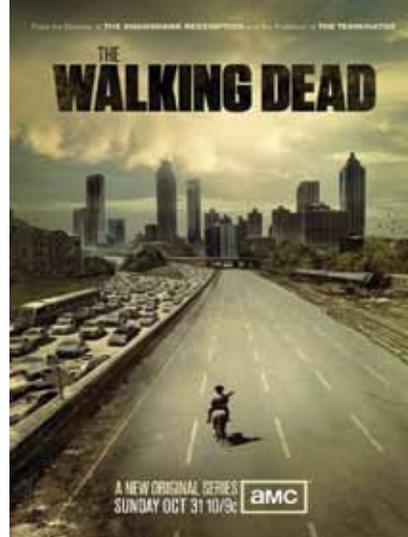
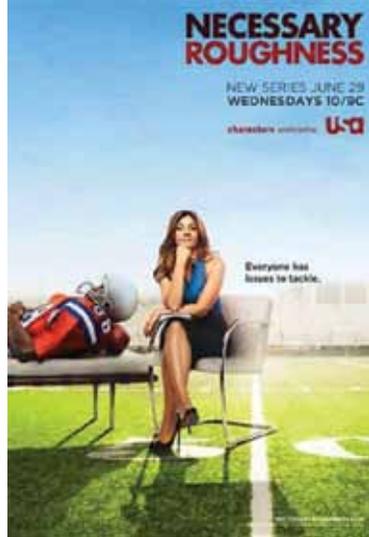
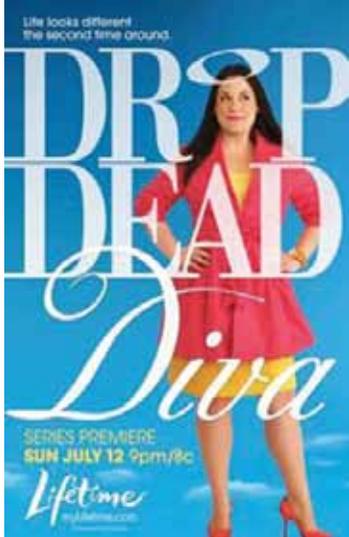
- Total commercial budgets: \$17.0M

MUSIC VIDEOS: 21

- Total music video budgets: \$673,250

GEORGIA HOSTED A RECORD NUMBER OF TELEVISION SERIES, MOST NOTABLY:

- AMC's highest-rated show, *The Walking Dead*
- BET's *The Game*, the most-watched sitcom on cable TV
- The Discovery Channel's popular *Auction Kings*
- The CW's top-rated series *The Vampire Diaries*
- Lifetime's top-rated series *Drop Dead Diva*
- VH1's hour-long scripted series *Single Ladies*
- TV's long-running game show, now filmed in Georgia, *Family Feud*
- MTV's *Teen Wolf*
- BET's *The Mo'Nique Show*
- Tyler Perry Studios' *Meet the Browns*



PRODUCTIONS FILMED IN FY11
(excluding commercials and music videos)

MOVIES: FEATURE/INDIE

Footloose
Paramount

The Three Stooges
20th Century Fox

American Reunion
Reunion Committee, LLC/Universal

The Wettest County
Bootleg Movie, LLC

What To Expect When You're Expecting
WTE Prods. Inc./Lionsgate

Jayne Mansfield's Car
JMC Productions, LLC

Savannah
Savannah Prods East

Crackerjack
Crackerjack, LLC

Good Deeds
Deeds Prods. Inc./Tyler Perry Studios

The Trials and Tribulations of a
Trailer Trash Housewife
Krestrel Films

Joyful Noise
Gospel Truth Pictures/Alcon Ent.

The Odd Life of Timothy Green
Green House Pictures/Disney

The Collection
Liddell Entertainment

The Proxy
POPfilms, LLC

Madea's Big Happy Family
BHF Prod./Tyler Perry Studios

Wanderlust
Universal

The Change Up
Fastball Prods./Universal

Fishers of Men
Desert Wind Films/Fishers of Men

Eye of the Hurricane
Eye of the Hurricane LLC

Fast & Furious 5
Universal

X Men: First Class
TCF International/Fox

Contagion
The Keres Corporation/Warner Brothers

The Ivy League
Radiant 3 Prods.

Soul Ties
Amvic Entertainment

TELEVISION FILMS

Neverfail
Alive and Kicking/Cartoon Network

Marry Me
Sony

The Lost Valentine
McGhee Street Prods./Hallmark

Always and Forever
Crawfish Prods./ABC Family Channel

Field of Vision
HCP Productions

TELEVISION SPECIALS/SERIES

The Walking Dead
(Season 1) TWD Prods./AMC

Drop Dead Diva
(Season 3) Woodridge Prods./Lifetime

Hail Mary
(Pilot) Bonanza Prods./WB

Partners
(Pilot) FTP Prods./ABC

WWE Wrestlemania XXVII
Event Services, Inc.

WWE Monday Night Raw
Event Services Inc.

Reed Between the Lines
(Series) Breakdown Prods./BET

The Game
(Series) Breakdown Prods./BET

Untitled Josh Berman Project
(Pilot) Woodridge Prods./Sony

The Mo'Nique Show
(Season 2) BET V Prods./BET

BET Hip Hop Awards
John Cossette Prods./BET

What Chili Wants
(Season 2) Little Pond TV/BET

Bait Car
(Series) BCA Prods./Turner

Mega Dens
(Series) Crazy Window Prods.

Teen Wolf
(Season 1) New Remote Prods./MTV

Necessary Roughness
(Pilot & Season 1) Woodridge Prods./USA

Auction Kings
(Season 2) Authentic Entertainment

Vampire Diaries
(Season 2) Bonanza Prods./CW

Let's Stay Together
(Series) Breakdown Prods./BET

Single Ladies
(Season 1) VFU/PopFilms/VH1

House of Payne
(Season 5) House of Payne LLC/
Tyler Perry Studios

Good Eats
(Season 15) Be Squared Prods./Food Network

Sunday Best
(Series) BET Prods. V, Inc./BET

Atlanta DUI
LMNO Cable Group, Inc.

For Better or Worse
(Pilot) For Better or Worse

Real Housewives of Atlanta
(Season 4) True Entertainment/Bravo

A Madea's Christmas
Perry Plays/TPS

Archer
(Series) Floyd Co. Prods./FX

The Steve Harvey Project
(Season 1) Breakdown Prods./BET

Meet the Browns
(Season 4) Tyler Perry Studios/TBS

Swift Justice with Nancy Grace
(Series) Swift Justice Prods.



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