



Fulton Films

2025 Modernization Plan



December 18th, 2024



WHAT DO WE DO

Promote Fulton Facilities for Filming

Promote Film Opportunities in Fulton

HOW WE DO IT

Local Film Festivals

National Film Festivals

Master Class Training

Red Carpet Tour Week

Partner GA Film & Entertain

Film Permitting

Promote Fulton Facilities for Filming

- **Permitting of Fulton Facilities**
 - Films App
- **Promotion of Fulton Facilities**
 - Sponsorships and Activations

QUICK FACTS

53 Approved
Film Permits for Fulton Facilities
2022 + 2023



\$631,900
Fees from Permits
2022 + 2023

Libraries, Airport & Courts
Most Used Locations
2022 + 2023

Promote Film Opportunities in Fulton

- **Promote Fulton to Film Makers**
 - Film Festival Sponsorships
 - Festival Activations
 - Event Planning Groups
- **Promote career opportunities in Film**
 - Ecosystem events (Speaker Series)
 - Film Ambassadors
 - Stipends to work on Film Set



Promote Fulton Facilities for Filming

Promote Film Opportunities in Fulton

RENEWED ATTENTION TO LOCAL INDUSTRY AND MAXIMIZING PARTNERSHIPS

Greater Diversity In Film Industry Engagement

Re-Focus on State/ Regional Partnered Film Events

Improve Film Workforce Pipeline



Atlanta Jewish Film Festival

GEORGIA ENTERTAINMENT



EVENT TYPE	\$250,000 Budget (Recurring)	\$500,000 Budget (Recurring+ Enhancement)
Local Film Festivals	6-8x festivals	15-17 x festivals
Local State/Regional Partnerships	2-3 campaigns	6-7 campaigns
National Film Festivals	2-3 festival	4-5 festivals
Training & Talent Events	2-3 events	4-6 events
Annual Red Carpet Week	1 panel	2 panels
Event Support (AV/Food/Staff)	Funded to support events	Funded to support events

Fulton Films: 2024 Annual Sponsorships



Quarter	Event	Location	Cost	Activation Costs (event support, food, travel, AV)
1	Sundance Film Festival	Utah	\$ 25,000	\$5,000
	GA Entertainment Yearly Agreement	Atlanta	\$ 25,000	
	Black History Film Festival	Washington DC / Atlanta	\$ 15,000	
	Atlanta Jewish Film Festival	Atlanta	\$ 15,000	
	GA Entertainment Reel Diversity Forum	Atlanta	-	
	State of GA 50th Film Anniversary	Atlanta	\$ 5,000	
	Bronzelens Film Festival	Atlanta	\$ 25,000	
	American Black Film Festival Honors	Los Angeles	\$ 25,000	\$5,000
	AAFCA Achievement Luncheon	Los Angeles	\$ 5,000	\$2,500
	FAM Tour #1	Atlanta	\$ 5,000	
	Tara Theater Screening #1	Atlanta	\$ 25,000	
Black Women Film Network Annual Summit	Atlanta	\$ 10,000		
2	Atlanta Film Festival	Atlanta	\$ 25,000	\$2,500
	Cannes Festival w/American Pavillion	France	\$ 25,000	
	Cannes Festival w/GA Entertainment	France	-	
	American Black Film Festival Miami	Miami	\$ 25,000	\$25,000
3	Tara Theater Screening #2	Atlanta	-	
	FAM Tour #2	Atlanta	\$ 5,000	
	Marthas Vineyard African-American Film Festival	Martha's Vineyard	\$ 10,000	\$10,000
	Morehouse Film Festival	Atlanta	\$ 10,000	
	GA Latino Festival	Atlanta	\$ 10,000	
	Atlanta Indian Film Festival	Atlanta	\$ 2,500	
	Toronto Film Festival GA Entertainment	Toronto	-	
	Atlanta Film Society	Atlanta	\$ 4,500	
Fulton Films Red Carpet Week	Atlanta	\$ 25,000	25,000	
4	Women In Film & Television Atlanta Gala	Atlanta	\$ 10,000	
	Atlanta Black Film Festival	Atlanta	\$ 2,500	
	Peachtree Village Fest	Atlanta	\$ 2,500	

BOC Direction

- **Scale and Scope of Fulton Films?**
- **Operational Priorities?**
 - **Partner vs. Fulton Led**