



**FILM Augusta** provides free assistance to film projects of all kinds, including feature films, commercials, music videos, documentaries, digital entertainment, and television series. [Email us to learn more.](#)

# Augusta Film 2020 Year-End Report

COVID-19 critically halted the film industry cancelling all productions planned in Augusta after March 2020. The good news is interest in Augusta as a film production center grew. As the film industry had time on its hands, FILM Augusta saw inquiries and requests for information increase over 2019.

Further, the familiarization tour hosted by FILM Augusta and Film Columbia County, which brought locations scouts who are members of the Location Managers Guild International to Augusta's River Region in March, continues to pay dividends. The relationships built with the attendees and their new knowledge of our area resulted in tangible inquiries and one reality series scheduled to begin production in Augusta in early February 2021.



### LOCATION TOURS



5

8

### TOTAL FOLLOWERS

Instagram 1,004 Facebook 571



2020

2019

### REGISTRATIONS COMPLETED

17 < 21

### TOTAL NUMBER OF INQUIRIES YTD

53 > 31

### LOCAL FILM INDUSTRY JOBS SUPPORTED

100

*New Film Augusta Lookbook Sent  
to More Than 225 Film Industry Professionals*



The Augusta Film Commission

## LOCATIONS LOOKBOOK + TOOLKIT

Without the ability to host in person tours of Augusta, FILM Augusta turned its attention to digital marketing efforts. The FILM Augusta Lookbook, which highlights film-friendly locations, provides links to our photo library and contains information about Augusta resources, was sent to a nationwide list of location scouts, location managers, unit production managers, producers, and directors. Fifty percent of the email recipients opened the email, which is considered a high measurement of email open rates. As a digital marketing piece, the FILM Augusta Lookbook will be regularly updated and used as a resource to market Augusta.



## *2020 Registered Film Projects*

1. Lost Speedways Reality  
Television Episode
  2. "By My Side Music" Video
  3. 3 Blind Mice Television Pilot
  4. Mercedes Television  
Commercial
  5. MTV Prank Television Show
  6. Paceline PSA Shoot
  7. Augusta Sportswear  
Promotional Video
  8. "The Spread" Short Film
  9. "Awaken" Independent Film
  10. "Together We Are Music" Miller  
Theater
  11. "Finding a Home" Documentary
  12. Get Downtown PSAs for DDA
  13. "I Long for Glory" Music Video
  14. "At a Campfire" Music Video
  15. "The Royal" Reshoot Project
  16. "BRCD" Webisode
  17. "Country Fried Cryptid"  
Webisode
  18. "America's Caddie" Webisode
  19. "The Unforgiveables" Short  
Film
  20. "Black Jummy" Short Film
  21. "The Getaway" Cable Reality  
Television Show
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## *"Awaken" Wraps on the Edge of COVID Pandemic*



**Awaken filmed entirely in Augusta, employed at least 30 locals, and generated an estimated \$1 Million in economic impact.**

"Awaken" filmed in Augusta in early 2020 and finished in March in the nick of time to complete production before the full COVID halt. The film stars Lance Henriksen, Tobin Bell, and Charles Agron.

According to [\*Deadline\*](#), "Awaken" follows Oliver Cook (Agron), a wealthy businessman dealing with the loss of his only child. It is a mystery whether she was murdered or kidnapped. No one has a clue in this tale of murder and revenge that involves Oliver's wife, his lawyer (Bell), a person from the past (Henriksen), a stripper, a recluse and a mysterious woman. As Oliver begins to unravel the mystery, he learns that events of the deep past have a direct bearing on his family's survival.

FILM Augusta offices are a location in the film along with other notable Augusta locations, such as the Miller Theater and a historic mansion in the Summerville neighborhood. The film is currently in post-production.

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## *Trailer for The Suicide Squad Released*



In August, an official trailer for The Suicide Squad was released at the DC Fandome event. The Old Law Enforcement Center at 401 Walton Way was a location for this film and is featured throughout the preview. It is so exciting to see Academy, Tony, and Emmy-winning actress Viola Davis in scenes filmed in our city!





## *Locals Walk the Red Carpet at Tulsa Premiere*



"Tulsa" premiered this summer, and the producers held a red carpet preview for Augusta cast and crew at our local Regal Cinemas.

[Click here](#) to watch the movie trailer, which was filmed on location here in Augusta. "Tulsa" was available on the big screen in August, and will be available for streaming in February. *The header photo for this email is a behind-the-scenes shot of the production using the Savannah River Clearing.*



## *Film Festivals Pivot in Creative Ways in 2020*



Augusta has ties to two juried film festivals, both of which are traditionally held in August.

Augusta's Le Chat Noir is the home of the Black Cat Picture Show, which screens submissions from across the globe. The HollyShorts Film Festival, held in Hollywood, CA, is co-led by Augusta resident Daniel Sol, who coordinates and plans the festival from Augusta.

[Black Cat Picture Show](#) is growing, but is small enough that they were able to hold the event for just a few filmmakers and ticket holders in August, as planned. The crowds were small and precautions were taken, and those who attended had a wonderful time. FILM Augusta was a sponsor of the event via funds from the tourism grant.

[HollyShorts](#) film festival moved to November, and then pivoted a step further by going fully virtual once the pandemic continued into the fall. Sol and his business partner created [Bitpix](#), a steaming platform specifically designed for short films, which is the focus of their film festival. Using Bitpix, HollyShorts was able to have a global audience attend their November event.

FILM Augusta and the Office of Mayor Davis are providing the winners of the Best Comedy and Best Drama short to an all-expenses paid trip to Augusta to complete a tour of Augusta locations. Hollyshorts is an Oscar-qualifying festival; the 2019 Best Drama Winner went on to win an Academy Award for the same film in 2020.



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## 2020 Film Objectives

- Recruit new productions
  - Provide exceptional service to productions in Augusta
  - Collaborate with Augusta film partners
  - Continue to meet with film advisory panel
  - Pursue Law Enforcement Center as production hub
  - Add locations to online photo location gallery
  - Research additional space for use as a sound stage
  - Engage local education institutions and the GA Film Academy in discussions
  - Maximize memberships in Association of Film Commissioners International and the Locations Managers Guild International
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