



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

2021 Mid-Year Report

This year literally took off like a getaway driver when television series “Getaway Driver” was filmed on location in Augusta, Georgia in the beginning months of 2021 for the Discovery Channel and Discovery+. This explosive and ambitious new driving challenge show chose Augusta as its location in 2020. Choosing Augusta was a result of Film Augusta hosting location scouts and many months of negotiations with the production and location owners.

Produced by October Films, the production needed an industrial location, preferably abandoned, and willing to allow pursuit driving, collisions, and explosive obstacles as part of the course.

“Getaway Driver” stars Michelle Rodriguez plus 24 drivers and pursuers in a real-life chase challenge. The show premiered July 19 on the Discovery Channel, and airs Mondays at 9:00pm watch it anytime streaming on Discovery+. *View the trailer for the project below.*

Film Augusta estimates this production generated upwards of \$1 Million in economic impact for the area. These numbers are based on hotel room nights, confidential knowledge of location fees, the hiring of local crew, firefighters, caterers, and use of other goods and services.

“As Executive Producer for Discovery’s most explosive and ambitious new driving show, Getaway Driver, I knew we had to seek partners who were prepared to work with us in pushing the boundaries,” said Tom Fulford, Senior Executive Producer, October Films. “All in all, Film Augusta was exactly the kind of partner that we needed, and I wouldn’t hesitate to recommend filming in August to any other film or tv producers.”

Rolling right out of Getaway Driver, the second quarter of 2021 continued to bustle in film activity in Augusta. "Agent Game," an independently produced film starring Dermot Mulroney and featuring Mel Gibson, shot in Augusta and the surrounding area during April and May. Much of downtown Augusta got front-row seats to the action film watching Mel Gibson in a chase and gunfight scene in the middle of Broad Street. "Agent Game" hired local crew, stayed in hotel rooms and short-term rentals, and **injected just under \$1 Million into the area's economy.**

"Applewood," another independently-produced film, began production in May. This project filmed in Augusta and neighboring counties, hired local crew, purchased local goods and services, and featured many local actors as cast.

And finally, Augusta came very close to being in a major Marvel production. Film Augusta hosted the location manager, director, first AD, director of photography and art director more than once for consideration in an upcoming blockbuster. In the end, an artistic decision lead the production to an out-of-state location but relationships were built and Augusta gained more exposure to key decision makers in the film industry.

For a glimpse of how quickly the economic impact from film this first quarter can add up, please view the below infographic.

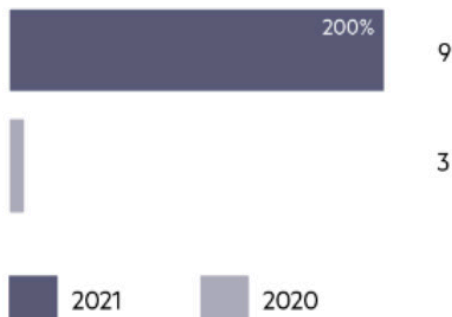
Film Augusta continues to field many inquiries and tours from at least one six-figure+ production per month. Since the beginning of 2021, inquires and scouting familiarization trips for these larger budget productions are on the rise, with great potential to keep the film industry in Augusta swiftly moving forward! We have recently hosted Showtime, Netflix, Marvel, and HBO, among others. **Production spending to impact the local economy in 2020 was \$116,000, compared to \$1.6 million in 2021.** Based on feedback from location managers who have requested to visit Augusta and for locations to be submitted for consideration, the rest of the year continues to look promising.

Film Report through June 2021

\$ LOCAL SPEND BY PRODUCTIONS

\$1.6 Million

LOCATION TOURS



REGISTRATIONS COMPLETED*

14 = 14

TOTAL NUMBER OF INQUIRIES YTD*

29 < 32

LOCAL FILM INDUSTRY JOBS SUPPORTED

96

STUDENT FILMS SERVICED

4

*Quantity of inquiries and registrations in 2020 reflects more local commercial productions. Overall, the scope of the 2021 activities includes larger film and television production companies.

Agent Game Directors and Producers Tout Augusta as Film Production Center



It's been said that word of mouth is the best promotion for which a business, city, or film destination can ask. Film Augusta is proud to share the testimonials of the producers and director of "Agent Game" in this fantastic behind the scenes sizzle reel. This video was created in collaboration with Augusta-based production company [Cineloco](#).

These phenomenal reviews and video will be shared on the Film Augusta website, social media, and used to connect with future film industry prospects.

2021 Registered Film Projects

2021 Registered Film Projects

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|--|---|
| 1. "The Getaway" for Discovery Channel | 8. America's Caddie Webisode |
| 2. Naked Epicurean Video Short | 9. Untitled Spy Thriller |
| 3. "Fairy Glass" Student Film | 10. "Ambushed" Short Film |
| 4. "The Last Hole in the Woods" Student Film | 11. Mini Documentary by Student |
| 5. "Follow the Signs" Student Film | 12. Cineloco Fundraising Video for Paceline |
| 6. "Real" Music Video | 13. "In Pursuit" with John Walsh |
| 7. Ty Cobb Documentary | 14. "Applewood" Independent Film |
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Getaway Driver First 2021 Production in Augusta



See a clip of "Getaway Driver," filmed exclusively in Augusta, Georgia.

Georgia Film Academy Coming to Augusta

The Georgia Film Academy is Coming to Augusta through Augusta Tech and Partnering with IndieGrip

The Georgia Film Academy (GFA) is a collaboration of the University System of Georgia and the Technical College System of Georgia created by state leadership to meet education and workforce needs for high demand careers in Georgia's film and creative industries. Since creation, the GFA has offered classes and training through more than 20 University System of Georgia and Technical College System of Georgia partner institutions and now will be offering those hands-on courses in Augusta.

Film Augusta has long seen the value in GFA having a presence and investment in Augusta. Through strategic planning with Augusta Tech's President Dr. Jermaine Whirl, this partnership has become a reality. In June, FILM Augusta lead a planning meeting with GFA, Augusta Tech, and IndieGrip to imagine a future partnership. Out of that meeting it was decided that **GFA classes will be offered through Augusta Tech and taught on location at IndieGrip.**

Offering these classes in Augusta will help grow the film industry workforce for our community, receive the acknowledgement that the film industry is growing in our city and region, and become a key component to an overall strategic plan to grow the film industry in area. Augusta Tech and GFA have begun detailed discussions on a Memorandum of Understanding. Additionally, Augusta University and GFA have also been working together and further partnerships among these educational institutions and IndieGrip are possible.

Augusta University Adds New Degree in Digital and Visual Storytelling

Dr. Wesley Kisting, Augusta University's (AU) Associate Professor and Associate Dean with the Pamplin College of Arts, Humanities, and Social Sciences, and a member of the Film Augusta Advisory Panel, was instrumental in creating a new degree path at AU to encourage students to pursue a career in digital and visual storytelling.

This new curriculum for a Bachelor of Fine Arts will dovetail nicely with the film industry providing students who desire to be content creators a structured educational path forward. To learn more about this addition at AU and how it will help students, [read the full story at AU's Jagwire](#).

2021 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 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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