



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.](#)

2021 Augusta Film Report

\$3 Million in Economic Impact Brought by Film Projects to Local Community This Year

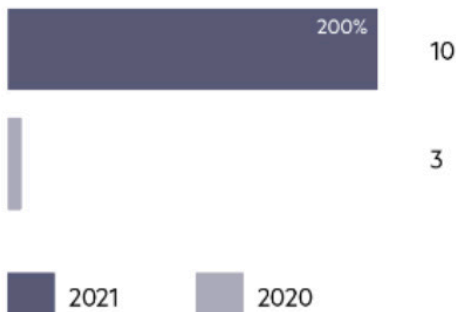
2021 was a strong year for film in Augusta and the surrounding area. Beginning with “Getaway Driver” for the Discovery Channel, followed by action thriller “Agent Game,” then “Applewood” and finishing with “The Hill” in December many local jobs were supported and film spending contributed to the local economy. Furthermore, advances in growing a local film industry crew base were made with a contractual agreement with the Georgia Film Academy (GFA), Augusta Tech and IndieGrip to offer GFA classes in Augusta beginning in January.

Spending by film productions in 2021 was \$3.18 million compared to \$119,275 in 2020. We are excited to see what 2022 has ahead.

\$ LOCAL SPEND BY PRODUCTIONS*

\$3.18 Million

LOCATION TOURS



REGISTRATIONS COMPLETED*

19 = 19

TOTAL NUMBER OF INQUIRIES YTD*

50 < 55

LOCAL FILM INDUSTRY JOBS SUPPORTED

204

STUDENT FILMS SERVICED

4

*While the registrations and inquiries are similar in quantity year over year, note the stark difference in the economic impact via the Local Spend section. This tells the story of the larger scale projects occurring this year. **The local spend for the full year of 2020 was \$119,275.**

Michelle Rodriguez, Mel Gibson, Dermot Mulroney, and Dennis Quaid All Worked in Augusta in 2021



This year 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. “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 airing on Mondays at 9 p.m. and streaming anytime on Discovery+. Film Augusta estimates this production generated upwards of \$1 Million in economic impact for the area.

Rolling right out of that project, the second quarter of 2021 continued to bustle in film activity. “Agent Game,” an independently produced film starring Dermot Mulroney (*pictured during our on-set interview above*) 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.

During the summer, 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 led 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.

Closing out 2021, the production “The Hill” starring Dennis Quaid and directed by Jeff Celentano filmed in Augusta and surrounding areas during November and December. The film tells the true-life story of Ricky Hill who overcame a childhood physical disability to play professional baseball. Scenes were filmed at Lake Olmstead Stadium, Eisenhower Park, Masters City Little League, various Augusta houses and neighborhoods as well as in neighboring counties. Economic impact of “The Hill” is estimated at just under \$2 Million.

2021 Registered Film Projects

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| 1. "The Getaway" for Discovery Channel | 10. "Ambushed" Short Film |
| 2. Naked Epicurean Video Short | 11. Mini Documentary by Student |
| 3. "Fairy Glass" Student Film | 12. Cineloco Fundraising Video for Paceline |
| 4. "The Last Hole in the Woods" Student Film | 13. "In Pursuit" with John Walsh |
| 5. "Follow the Signs" Student Film | 14. "Applewood" Independent Film |
| 6. "Real" Music Video | 15. "Black People Don't Tango" Short |
| 7. Ty Cobb Documentary | 16. "Finding Home" Documentary |
| 8. "America's Caddie" Webisode | 17. "Bloom" Independent Short |
| 9. "Agent Game" Feature Length Film | 18. "The Hill" Feature Film |
| | 19. "Nightcap Confessions" Proof of Concept |
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Georgia Film Academy Lands Locally in January 2022



Georgia Film Academy (GFA) Comes to Augusta through Augusta Tech and Partnering with IndieGrip

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 led a planning meeting with GFA, Augusta Tech, and IndieGrip to imagine a future partnership. Out of that meeting, it was decided that GFA classes would be offered through Augusta Tech and Augusta University 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 the area. Augusta Tech and GFA have entered into a Memorandum of Understanding and classes will begin in January 2022.

The Georgia Film Academy 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, 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.

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2022 Film Objectives

- Actively recruit new productions
 - Provide exceptional service to productions in Augusta
 - Pursue production hub/sound stage
 - Expand Reelscout locations gallery into robust project recruiting and tracking tool
 - Help promote GA Film Academy
 - Attend at least 2 film festivals
 - Collaborate with Augusta film partners
 - Continue to meet with film advisory panel
 - Maximize memberships in Association of Film Commissioners International and the Locations Managers Guild International
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