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Recap: Strikes Cause Delay in Augusta's Film Growth

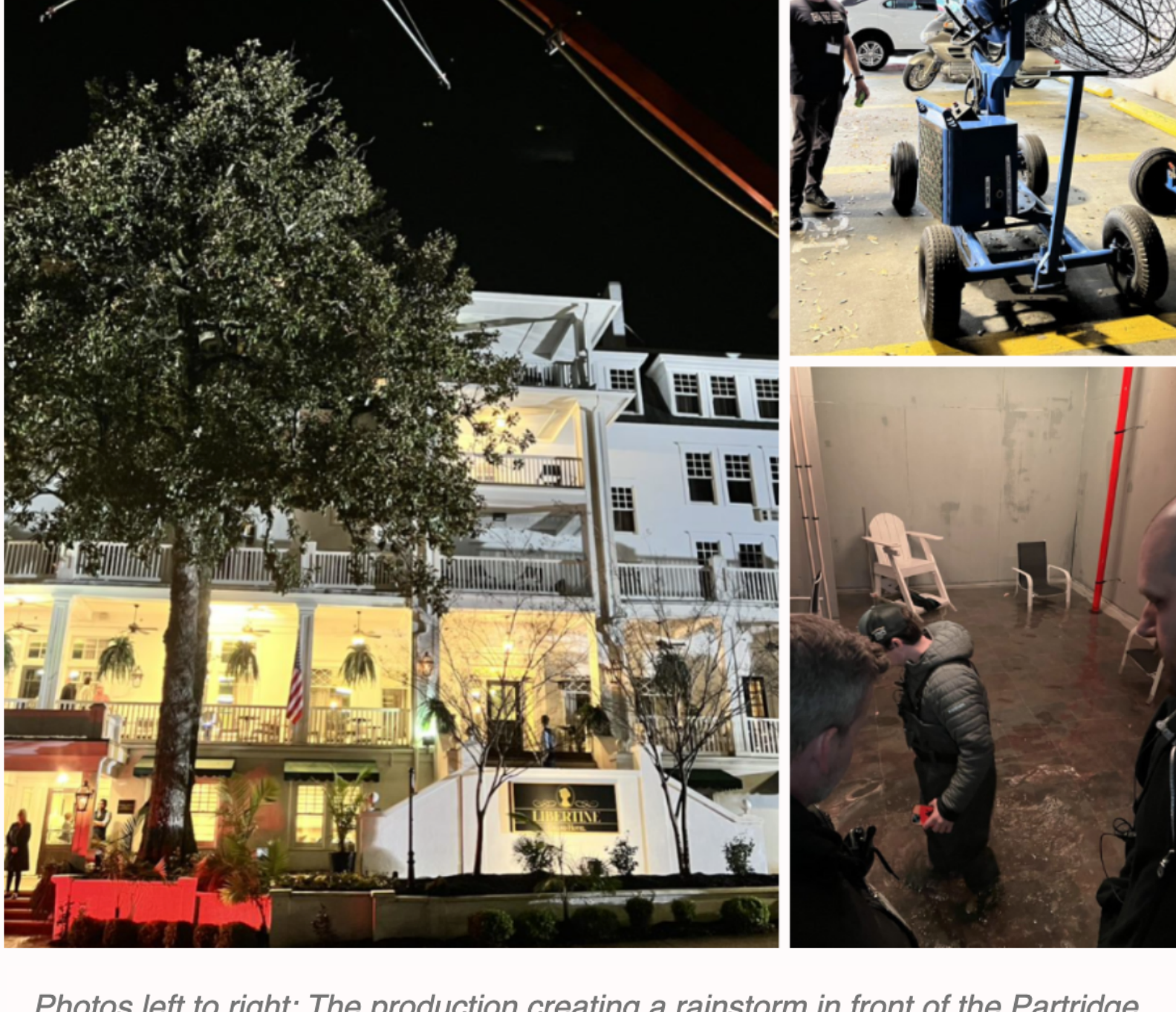
After a strong showing in spring 2023 with the production of "Five Star Murder," film projects screeched to a halt for the remainder of the year in Augusta. This was not exclusive to our area but a national problem caused by the union disagreements that lead to strikes by members of both [WGA](#) and [SAG-AFTRA](#).

As we look toward 2024, we are actively working with several independent productions that plan to land in our area soon. We are celebrating the promise of film jobs at home for our locals and a rise in local economic impact from a busy new year!

"Five Star Murder" Selects Augusta to Double as Tybee Island

The second film project for Marvista Entertainment to be produced in Augusta landed and wrapped in the first quarter of this year. With an estimated spend of more than \$800,000 and a large production footprint in The Partridge Inn, this investment in our film community made a significant impact, including employing almost 40 local crew and additional residents as extras. The scripted location was a fictional resort on Tybee Island, named The Libertine Resort, and was released direct to streaming as [Tubi original "Five Star Murder"](#) in July.

We loved seeing how movie magic transforms our riverside city into a beach-side resort!



Photos left to right: The production creating a rainstorm in front of the Partridge Inn (shown as The Libertine) at night with rain tower and giant industrial fans. The Family Y's empty outdoor pool was an additional location, where the crew created a flooded room sequence by building out a section of the pool with walls.

"The Hill" Premieres in Augusta



Film Augusta was thrilled to partner with the producers and director of the "The Hill," and offer an Augusta screening of this locally-filmed movie. Held at The Miller Theater in August, the screening included a red carpet, photo-moments, and an incredible Q&A with Rickey Hill (*center*), Director Jeff Celentano (*left*) and Producer Warren Ostergard (*right*).

"The Hill," starring Dennis Quaid and Colin Ford, did well at the box office and was a huge hit locally. Special thanks to Briarcliff Entertainment for their invaluable support in bringing this event to fruition.

Georgia Entertainment Film Industry Event



On September 21, Film Augusta joined with Georgia Entertainment to shine a spotlight on Augusta's creative economy and specifically the opportunity for growth in the film industry. This hybrid Georgia Entertainment 100 and Georgia Unscripted event showcased Augusta as a film industry production center and introduced many in the industry to the benefits of doing business in our region.

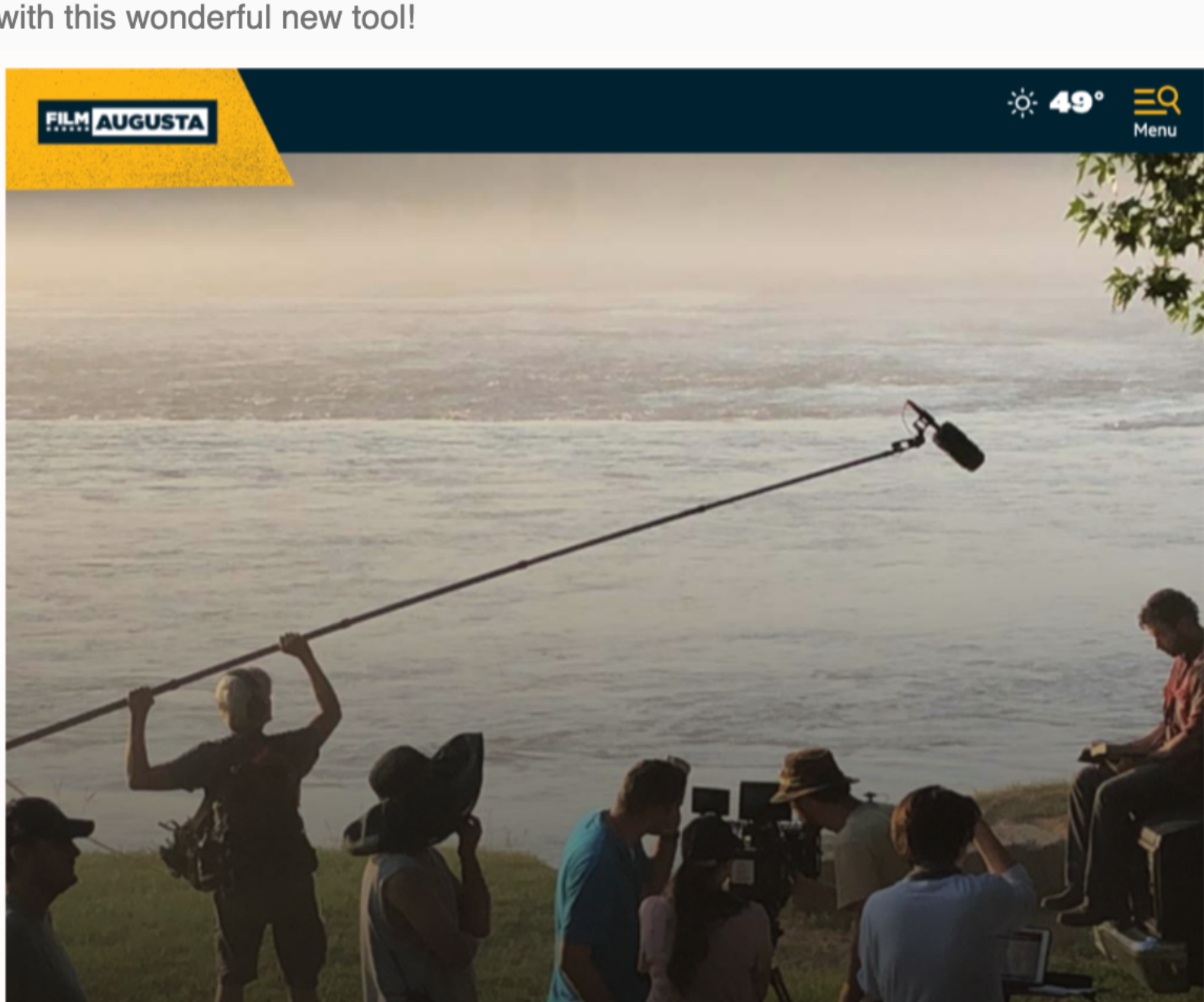
More than 100 attended, including state legislative leaders, Augusta area industry professionals, and many who traveled from Atlanta to learn more about Augusta. *Georgia Entertainment is the leading source of news, analysis, and commentary for the film, broadcast, digital production, music, and video game/esports industries. Via their publications, partnerships, social outlets, and events they served thousands of producers, directors, entertainment executives, and political leaders in Georgia and beyond.*

New Look for FilmAugusta.com

[FilmAugusta.com](#) has a new look and is now a stand-alone website. Previously, Film Augusta's online presence lived under the [visitaugusta.com](#) navigation.

This standalone site will allow users within the film industry to find us more easily. The site still utilizes many of Destination Augusta's brand elements but is able to give Film Augusta an individual and distinctive identity.

We look forward to analyzing usage and better serving prospective productions with this wonderful new tool!



Film and TV Production Support + Services in Augusta

Your project will hit the ground running in our area because we are film friendly, with no permits and low-cost locations.

Film Augusta is the official Film Commission for the City of Augusta. Film Augusta believes in diversity, equity, and inclusion and welcomes all people in Augusta. As a division of Destination Augusta, we live these beliefs daily and have included a statement as such on the Destination Augusta website which can be found [here](#). **Augusta is a welcoming city and is dedicated to showcasing our hospitality and assets to the film industry.**



Film Report for Full Year 2023

LOCAL SPEND BY PRODUCTIONS

\$1.1 Million

LOCATION TOURS

66.7%

4

9

2023 2022

REGISTRATIONS COMPLETED

10 < 12

TOTAL NUMBER OF INQUIRIES YTD

30 = 30

LOCAL FILM INDUSTRY JOBS SUPPORTED

99

Filming started out strong but was interrupted and halted due to industry strikes.

2023 Registered Film Projects

- "Mr. Sleep" Short Film
- "Five Star Murder" Indie Film
- "WEIGHT" Short Film
- "Her Mamba Mentality" Short Film
- "Mommy Dearest" Documentary Film
- House Hunters Reality TV Episode
- Interrogation Raw Documentary TV Episode
- Pinnacle Bank Commercial
- Uptown Cheapskate Commercial
- "The Fallen" Webisode

2024 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 Georgia Film Academy
- Attend a film festival
- 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

We continue to bolster awareness of Film Augusta on social media and through local media outlets. We've increase our social media presence by adding LinkedIn and are more active on FB and IG. Be sure to follow us in all of these outlets via the below icon links.



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