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Atlanta designated 'Camera Ready Community'

Last month, the Georgia Film, Music and Digital Entertainment Office declared Atlanta a "Camera Ready Community." Fifteen other Georgia locations share the designation as part of the state's new Camera Ready Community Program designed to bolster Georgia's growing film and television industry.



Camera Ready communities offer production companies easier, faster and better access to local resources and information, as well as a designated liaison to assist film and television production companies locally.

"Atlanta is proud to be one of Georgia's first Camera Ready Communities, showing that Atlanta is open for business in the film and television industry," said Charles Whatley, director of commerce and entrepreneurship at the Atlanta Development Authority. "This is an important joint effort by the city and the state to continue recruiting entertainment productions to our community, one of Georgia's most successful growth areas."

As the economic development agency for the City of Atlanta, the Atlanta Development Authority stands ready to assist production companies scout urban locations and making appropriate contacts at City Hall for permits. ADA recently approved more than \$1 million in financial incentives (via TAD funding) for the Georgia Film and Television Center, a division of EUE/Screen Gems, Ltd., on the former site of the Lakewood Fairgrounds. This project will supply space, studio and support for film, television and commercial productions.

As many communities have experienced, playing host to films and television programs often leads to increased tourism, spurred by the success of the local production. During shooting, celebrities are often spotted at local restaurants, bars, and hotels; many of these are then highlighted in both local and national entertainment press, creating free marketing opportunities for local businesses.

2009 was a banner year for filming in Georgia, with more than 348 productions bringing an estimated \$770 million to the state's economy, according to the Georgia Department of Economic Development. Both "Zombieland" and "The Blind Side," filmed in the metro Atlanta area in large part, opened at no. 1 at the box office.

This year, Atlantans have seen production crews at work all over the city, filming AMC's hit series "The Walking Dead," a Hallmark movie called "The Lost Valentine," and major motion pictures such as "The Change-Up," "Wanderlust" and the fifth installment of "The Fast and the Furious," to name just a few.

Georgia has done an effective job selling itself to production companies, but other states are also working hard to lure films and television programs. The Camera Ready Community Program will help to ensure Georgia can stay ahead of the competition by meeting the very specific local needs production companies have.

Thirteen Atlanta Entrepreneurs Graduate from SBA's Emerging 200 Training Initiative

The U.S. Small Business Administration and its supporting partners honored 13 participating companies in this year's Emerging 200 Initiative (e200) at graduation ceremonies in Atlanta on November 18.

This is the third class in Atlanta to take part in the executive training program. The e200 program provides more than 40 hours of intensive management training. One objective of the program was for participants to draft a three-year strategic growth plan for their businesses. The program, based on the case-study model used in many universities, has been a collaboration of the SBA Georgia District Office, the Atlanta Development Authority, Atlanta Workforce Development Agency and SCORE - Counselors to America's Small Business.

In May 2008, the SBA and its partners launched the first e200 initiative in Atlanta, along with sister programs in nine other U.S. cities. This year's local e200 class completed six months of management training under the direction of Russ Young of ActionCOACH Georgia. The companies were selected for the SBA-funded program based on their long-term growth potential.



ADA's Lonnie Saboor and Charles Whatley spoke at the e200 graduation ceremony, along with Deborah Lum, Executive Director of the Atlanta Workforce Development Agency, Penny K. Pickett, SBA assistant administrator for entrepreneurial development, and Terri Denison, SBA Georgia district director.

The e200 graduating class of 2010

Axiom Corporation

Roger A. House, owner

Axiom Corporation is a management and technology consulting firm that provides information technology and engineering services primarily to the federal government.

Dream Room Designs

Corinne Matthews, owner

The company helps its clients make environmentally sound and energy efficient design choices when renovating their homes. The objective is to save them money and ultimately reduce energy consumption.

Eagle Solution Providers

Alishia Bristow, president

The company provides engineering, construction and design-build services to clients in the oil and gas, marine and power generation industries.

Global Technology Connection, Inc.

Dr. Ash Thakker, owner

The company designs, develops and deploys prognostic solutions to help reduce the cost of ownership of complex machinery and other equipment.

Innovative Technology Data Storage, Inc.

Ron Robinson, owner

IT Data Storage is a data storage consulting firm dedicated to finding cost effective storage solutions and data backup technology for small to medium size businesses.

ISPA, Inc.

Byron King, owner

ISPA provides administrative, engineering and IT management services to various private companies and government agencies.

LB Group

Peggy Lay, owner

The company, d/b/a Corporate Gear, provides embroidered apparel and branded promotional products to small and large businesses, schools, churches and other non-profits.

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SBA Emerging 200 (continued)

ML Cameron and Associates, CPA, CP

Marion Cameron, owner

This certified public accounting firm, with CPAs, auditors and support staff, serves the private sector, non-profit organizations and government agencies.

The Atlanta Voice Newspaper

Janis L. Ware, owner

The Atlanta Voice Newspaper has provided news and information to the African American community for over 45 years. This is a second-generation business with a print circulation of 30,000 and an electronic distribution database of over 40,000 readers.

The 1 Joshua Group, LLC

Kermit G. Payne, owner

This minority-owned small business provides marketing, public relations and association management to the healthcare, education and entertainment industries in domestic and international markets.

unitOne, LLC

Ines Kuhn, co-owner

unitOne is in the business of inspiring an audience to purchase, recommend or use brands and services of its clients. The company offers years of branding experience both in the U.S. and European markets.

World Scapes LGP, LLC

Andre Mayfield, owner

The company, with a small office in Charlotte, provides landscape contract management services to private and public sector clients, including the City of Atlanta and Georgia-Pacific.

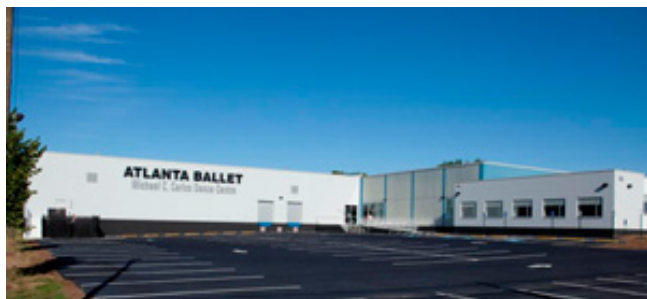
S.R. Solutions International Inc.

Sharon M. Franzell, owner

The company is in the chemical sales and janitorial supplies business. It also provides clean-up services for chemical spills.

Atlanta Ballet Moves to New LEED Gold Headquarters

Atlanta Ballet recently opened its new home, the Michael C. Carlos Dance Centre, in the burgeoning arts and culture district of West Midtown. Nearly twice the size of the company's previous headquarters on West Peachtree Street, the state-of-the-art facility is the permanent home for the professional company and its nationally respected Centre for Dance Education. It also serves as a unique resource for the not-for-profit performing arts community, offering special event, rehearsal and performance space.



Located on Marietta Boulevard, the centre is adjacent to a portion of the Atlanta BeltLine. The company planned from the beginning to build a facility that was environmentally friendly. Renovating an existing building reduced the environmental impact, and LEED-design strategies were also integrated, including energy-efficient lighting, recycled carpet, donated office furniture, dual flush toilets, and low-flow faucets and shower heads. Ninety-eight percent (98%) of all construction waste was recycled and diverted from landfills - even the rocks from the renovation were donated to Zoo Atlanta. Atlanta Ballet is the only arts organization in the country with a LEED Gold-certified headquarters.

The new space provides a location that not only serves the company, but better serves the community as well. The Centre for Dance Education serves thousands of students and adults each year, and special amenities were included to accommodate their needs, including private dressing/locker rooms and a student library. There are future plans for a 200-seat black box theatre, which will be open to other local arts organizations as performance and rehearsal space.

"Atlanta Ballet has always had a strong commitment to the community and we want to continue to build on that commitment. We envision this new facility as the epicenter of arts and culture in the region," said Arthur Jacobus, Atlanta Ballet executive director. "We want the community and our neighbors to know that this space was built to better serve us all and our doors are always open."

City of Atlanta featured in Delta 'Sky' Magazine

Atlanta-based Delta Airlines estimates that it will carry more than 13 million passengers this November, a month that includes some of the busiest travel days of the year. Each of those 13 million fliers will have the opportunity to read up on the city of Atlanta, courtesy of a 75-page special section in "Sky" magazine highlighting the carrier's hometown.

The Atlanta section features the city's emerging industries of bioscience, technology and film; global commerce in Atlanta; local institutions of higher education; healthcare in the metro area; the city's cultural and culinary scenes; and, of course, Hartsfield-Jackson Atlanta International Airport, the world's busiest passenger airport, among other things.

If you're flying Delta this November, be sure to check the seat-back pocket for Sky Magazine. (Those of you staying put can [click here](#) to peruse the publication online.) You just might learn something new about the city.



Upcoming Economic Development Events

December 2, **The Atlanta/Savannah Harbor Business Forum.** 7:30-9 a.m., Georgia World Congress Center. The Georgia Ports Authority, in partnership with the Georgia World Congress Center, the Supply Chain Council of the Metro Atlanta Chamber of Commerce, the Regional Business Coalition, the Georgia Department of Economic Development, the Georgia Chamber of Commerce, and Georgia Forward invite you to an informative panel discussion regarding the Savannah Harbor Expansion Project (SHEP). To register, e-mail Chelsea Deedy at chelsea@newaboa.com or call 404.659.0919. Seating by reservation only.

December 2, **Atlanta BeltLine Quarterly Briefing.** 6 - 8 p.m. Atlanta Public Schools Auditorium, 130 Trinity Ave. This is the final quarterly briefing of 2010. Come and hear about the Atlanta BeltLine's progress this past year and what to expect in the next year. For more information go to www.beltline.org.

December 7, **EnvisionATL II.** 3-5:30 p.m., City Hall Historic Council Chambers at 55 Trinity Ave. EnvisionATL II will focus on community vitality, energy, food and transportation. The first visioning event sold out, with more than 200 participants. This event is open to the public. Registration is \$15 per person, plus processing fees, and will be limited to 200 attendees. For more information visit www.EnvisionATL.org.

December 12 **American Institute of Architects Atlanta Tours: Hotel Palomar.** 2-5 p.m., 866 West Peachtree Street NW. Register online at www.aiaatlanta.org.

December 15, **Small Business Monthly Information Session.** 5 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an e-mail to cbrackett@atlantada.com or call (404) 614-8295.

This newsletter published by the Atlanta Development Authority.

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