

RESOLUTION NO. 19-2022

RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE COUNTY OF DAUPHIN, PENNSYLVANIA APPROVING THE OPERATION OF THE CENTRAL PENNSYLVANIA FILM COMMISSION OFFICE TO BE ADMINISTERED BY THE FILM, ARTS, AND TOURISM SPECIALIST (FACTS) NONPROFIT ORGANIZATION REGARDING FILM ACTIVITIES WITHIN DAUPHIN COUNTY AND SUPPORTING APPLICATION BY FACTS ON BEHALF OF THE OFFICE FOR MEMBERSHIP TO THE ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL

WHEREAS, the County, with a more than 235-year history, exists as a great place to live, work, visit and explore; and

WHEREAS, the County's landscape boasts parks and historic landmarks along with a diverse population and multicultural community; and

WHEREAS, tourists and visitors are drawn to the County year-round and from all over to experience events and attractions located within the County; and

WHEREAS, the County does not currently have a designated film/television/media office or special representative on film/television/media matters within the County; and

WHEREAS, Film, Arts, and Tourism Specialist (FACTS) is a 501(c)(3) entity within Dauphin County seeking to promote and expand the film/television/media industry within the county; and

WHEREAS, the County desires to designate the Central Pennsylvania Film Commission as a program administered by FACTS and the office within the County to promote the County as a location for the development of film, video, and multimedia production; and

WHEREAS, the County envisions the Central Pennsylvania Film Commission as an office run through FACTS to attract film production to the County; provide resources for potential filmmakers, vendors, crewmembers and other participants; and coordinate the efforts of public and private stakeholders as it relates to film production.

NOW THEREFORE, be it resolved by the Commissioners of the County of Dauphin, Pennsylvania, as follows:

1. The County approves the creation and operation of the Central Pennsylvania Film Commission as the film office within the County to be administered and managed by the Film, Arts, and Tourism Specialist (FACTS) 501(c)(3) organization (Exhibit A).
2. The County designates the Central Pennsylvania Film Commission office as the representative to the film industry for the County area.
3. The County supports the mission of the Central Pennsylvania Film Commission to provide leadership and direction on film, video and multimedia production in the County.
4. The County supports the submission by FACTS of the application for membership to the Association of Film Commissioners International (AFCI) by the Central Pennsylvania

Film Commission to be accompanied by the AFCI Official Government Endorsement Form, attached hereto as Exhibit B.

DULY ADOPTED and **APPROVED** this 20 day of July, 2022, by the Commissioners of the County of Dauphin, Commonwealth of Pennsylvania.

ATTEST:

COUNTY OF DAUPHIN

By: J. Scott Burford
J. Scott Burford
Chief Clerk/Chief of Staff

By: Mike Pries
Mike Pries
Chairman

(SEAL)

By: Chad Saylor
Chad Saylor
Commissioner

By: George P. Hartwick, III
George P. Hartwick, III
Commissioner

EXHIBIT A



F.A.C.T.S is a Non-Profit 501 (c) (3) dedicated to creating a sustainable space for arts programming that can serve chronically under-resourced communities.

Through the utilization of F.A.C.T.S, residents will have access to art culture (film and video production, visual arts, etc.) in a way that strengthens visibility and exposure for local artists and aspiring creatives. This will, in turn, provide opportunities for stakeholder community capacity building, and cultivating economic development through skill-based training opportunities.

The ABC's of

FACTS

ILM

Film is one of the largest ALL-INCLUSIVE industries on the market. **FACTS** finds it paramount to utilize film as a foundation for building not only its educational platforms but as a basis for economic and workforce development.

RTS

The Arts are the backbone of everything that makes the world go round. **FACTS** subscribes to the belief that the Arts should be a central part of every program in its arsenal.

ULTURE

FACTS is committed to cultivating a culture in film and community that is Diverse, Inclusive, and Accessible to ALL backgrounds.

OURISM

Successful film regions breed tourism. **FACTS** is dedicated to the intentional effort of building a region where film happens and people visit.

PECIALIST

The team here at **FACTS** is not only devoted to the mission, but are experts in their field who are committed to assisting municipalities, schools, and related programs in building capacity efficiency and effectiveness.

www.factspa.com

EXHIBIT B



**OFFICIAL GOVERNMENT
ENDORSEMENT**

Every office applying for AFCI Film Commission Membership is required to obtain approval for operation from the governing body of its region. This can be from a city government, a state/provincial government, a regional government or a national government. This endorsement must certify that the applicant is the designated film/television/media representative for the region and that the applicant's office will offer free services, advice and guidance to potential production companies, filmmakers and digital content creators.

IMPORTANT: This section **MUST** be completed by the government authority for each jurisdiction your commission / office will represent. Failure to complete this section will result in delay in your membership application.

This **ENDORSEMENT** will serve as authorization that

Name of Applicant Office: _____

will serve as the representative to the film industry in providing fee-free location services, and promoting the identified jurisdiction as a film location. This government entity will lend its support to the efforts of the identified film Commission either economically or philosophically.

Government Agency Name: _____

Printed Name of Official: _____

Title: _____

Address: _____

Email: _____

Signature of Official Government:

Endorsement Date:

Updated: 3/7/22



www.factspa.com

Central Pennsylvania Film Commission (CPFC) Next Steps

A program of the Film, Arts, Culture & Tourism Specialist (FACTS), a 501c3 nonprofit organization.

The **Central Pennsylvania Film Commission** would be authorized to:

- To provide leadership and strategic direction on issues related to the film, music recording and production, and entertainment industries
- Foster the identification and marketing of ideal sites for filming, film production, music recording and production, and other entertainment purposes
- Provide leadership for the development of a Film, Music, and Entertainment Strategic Plan for Dauphin County.
- Make recommendations regarding policy and procedural changes that would improve Dauphin County's business climate to grow the film, music, and entertainment industries.
- Serve as ambassadors to Dauphin County and the Central Pennsylvania Region (York, Lancaster, Lebanon, etc.)
- Develop an annual program in furtherance of the mission
- Undertake all necessary and appropriate activities pursuant to the mission, subject to budgetary constraints.
- Facilitate industry training and education based in Dauphin County.
- Provide leadership and strategic direction to attract motion picture, television, interactive game, and animation productions to Dauphin County.

Updated: 3/7/22

Phase 1 (Initiation)

1. Get a solidified written endorsement from the County Commissioners to establish the **Central Pennsylvania Film Commission (CPFC)**, embracing the partnership with FACTS. FACTS will work closely with Dauphin County to develop a strategic plan that will help retain and attract even more entertainment projects, jobs, and businesses throughout the county.
 - **FACTS** is the appointed organization that will house the **CPFC**, modeled after <https://www.filmerie.com/>
 - FACTS is responsible for seminars, workshops, continual education, and all other facets aligned with strategic growth and quality control.
 - www.factspace.com
 - All partnering companies, vendors, or individuals endorsed by **CPFC** would first be vetted through FACTS and uphold quality standards.
2. Fundraise for \$6000 for application submission and professional development, as outlined [here](#).
 - Funding can be allocated through Gaming Grant Earnings.
3. Submit Application to AFCI <https://afci.org/join-afci/>
 - Submit the completed form along with your payment to the AFCI office (email completed form to Marjorie Galas, SVP Membership & Industry Relations at Marj.Galas@afci.org)
 - The AFCI Executive Office holds the right to review all submitted applications for Business Affiliates as well as Film Commissions and Film Liaisons.
 - Notice of new members, including Film Commissions, Film Liaisons and Business Affiliates will be posted to all current AFCI members via a Newsletter, allowing for a 30-day comment period from our membership
 - Following the 30-day membership review, if no concerns are raised, the new member is considered fully inducted.

Updated: 3/7/22

Phase 2 (Sustainability/ Growth)

1. Align with Visit Hershey Harrisburg to carve out \$200k budget to financially sustain the CPFC as outlined in the budget.
 - If full \$200k is not allocated, determine other source funding.
2. Hire/ Onboard two key positions- **Film Commissioner** (Director) & **Liaison** (Production Coordinator)
 - **Film Commissioner-** Johntrae Williams
 - **Film Liaison-** Kelly Summerford
3. Establish an advisory board to provide strategic direction, marketing, and site selection assistance that leverages state incentives and local assets to attract film, television, music recording and production, interactive gaming, animation, and other projects to Dauphin County.
 - Advisory Board provides non-binding strategic advice to the FACTS Board of Directors. The advisory board does not have authority to vote on corporate matters or bear legal fiduciary responsibilities.
 - Strategic partners including but not limited to:
 - Government Officials
 - IATSE union heads
 - Financers
 - Film/ Music Production Companies
 - Heads of College Universities/ Technical Schools
 - Chamber of Commerce
 - Film Festival Experts
 - Board members are volunteer, however, are still able to profit from potential projects as long as there is transparency concerning their involvement, and potential Employers are made aware of various options and vendors.
4. Gather inventory of:
 - Local Businesses within the county**
<https://drive.google.com/file/d/1pTqAVcXdw1I--rVoLeGPAlsuwDqI0OC4/view?usp=sharing>
 - Prominent Location Categories**
<https://drive.google.com/file/d/1bM8GIyUAKNg8or0N2xQcL98dAn8zb4Lz/view?usp=sharing>
5. Work with local colleges to establish certifications and trainings. (HACC is already on board)

Updated: 3/7/22

Phase 3 (Marketing/ Promotion)

1. Initial Press Release-
 - Release a press release embodying the importance of the CPFC, notifying the public of its functionality in the coming months.
2. Obtain a Reel Scout Membership <https://www.reel-scout.com/>
 - Reel Scout is the backbone of organization and data gathering for film offices world wide.
 - Here is an example of the Pennsylvania State wide Reel
3. Establish a marketing and web presence which presents a unified front for our region that appeals to film industry prospects.
 - Similar to www.filmerie.com
 - This website will information for:
 - Locations
 - Local crew
 - Vendors
 - Local Services/ Attractions
4. Complete production of the, "Film Central PA" promo video (As outlined in the Gaming Grant)
 - House the video on the landing page
5. Follow up Press Release
 - Open for business
 - Attention to Website

Phase 4 (Capacity Building)

1. Continued Professional Development for Staff Members
 - Film Commissioner and Liason must attend AFCI University
 - <https://afci.org/afci-university/#afciu-cfc-program>
2. Networking to build industry
 - This event is a must, and takes place in Los Angeles this June.
<https://afci.org/afci-week-2022/>
 - Cost outlined for travel in budget
3. Training outlined at local colleges to certify local community members and build competency and capacity.

Updated: 3/7/22

Phase 5 (Expansion)

1. Establish **FEA (Film & Entertainment Alliance)** an Inter-Governmental Agreement (IGA) aligning the key stakeholders of 8 surrounding counties (York, Lancaster, Lebanon, etc), giving ordinance for the **Central Pennsylvania Film Commission** to provide the following services:
 - o Facilitate permitting processes for film and production on its behalf
 - o Assist partnering municipalities with the identification and marketing of ideal sites for filming, film production, music recording and production, and other entertainment purposes. In turn, building and managing a location database
 - o Provide leadership and strategic direction in attracting motion picture, television, interactive game, and animation productions to Dauphin County.