

ONE EIGHTY

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Autumn 2008
The Motion
Picture
Industry
Newsletter

filmmc
NORTH CAROLINA FILM OFFICE
NCFILM.COM

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NORTH CAROLINA FILM OFFICE

Front Cover:

DIANE LANE stars as Adrienne and RICHARD GERE stars as Paul in Warner Bros. Pictures' and Village Roadshow's romantic drama "Nights in Rodanthe," distributed by Warner Bros. Pictures.

Photo by Michael Tackett

State of Motion

The 2007-2008 year has proved an exciting time for North Carolina film and the North Carolina Film Office. The past few months have seen extraordinary growth and a rebirth of North Carolina's film legacy. A crisp new logo is only the beginning of what people are calling a renaissance in North Carolina film history. The North Carolina Film Office has taken welcomed measures to refresh North Carolina's brand. The new ncfilm.com features up-to-date information regarding filming in North Carolina, including a location library that covers the entire state. An upgraded locations database from industry standard *ReelScout*™ is enabling the North Carolina Film Office to build location packages for producers at breakneck speed. NCFO continues to offer tailor-made location scouting having recently uncovered some of North Carolina's best kept secrets. In an effort to support film education in North Carolina, the NCFO is also implementing a new internship program for college students interested in photography and location managing (a skill often overlooked in film studies curricula.)

Director of NCFO, Aaron Syrett, continues to maintain and build relationships with industry representatives. In early September he will visit studio executives in Los



Sundance: Aaron Syrett with actor Brian Fox of *Anywhere, USA*, filmed in Asheville, NC

Angeles to promote the benefits of filming in North Carolina.

This summer saw an expansion to North Carolina's existing film tax incentive and everyone is excited to learn more about what North Carolina can provide the film industry.

The North Carolina Film Office is energized and dedicated to courting producers and filmmakers. In 2008, Aaron Syrett has appeared on panels during the Tribeca Film Festival and also for the Directors Guild of America.

Syrett and representatives from the North Carolina film community networked at the 2008 Sundance Film Festival and celebrated the Sundance premiere of the award-winning North Carolina film, *Anywhere, USA* (directed by Asheville's own, Chusy Haney-Jardine.)

The NCFO continues to meet with associates across the state from Asheville and Boone to Manteo and Wilmington to everywhere in between. The North Carolina Film Office is steadfast in its efforts to build relationships within the North Carolina community. The staff at NCFO recognizes that North Carolina's community of crew, talent, community liaisons, legislators, location owners, and the hospitality workforce are all vital to the success of North Carolina's film industry.

This fall and winter are expected to be busy seasons for North Carolina film. Warner Brothers' *Nights in Rodanthe* and Fox Searchlight's *The Secret Life of Bees* both open this fall 2008. *Nights in Rodanthe* was filmed in 2007 in Wilmington, NC and also on North Carolina's Outer Banks. *The Secret Life of Bees* wrapped in Wilmington this past winter 2008. Also opening production offices in September, in Wilmington, is HBO's *East Bound and Down*, a series about a washed-up professional baseball player who returns to his hometown. The independent film *Blood Done Sign My Name*, wrapped in the Charlotte area early this summer. And EndGame Entertainment's *A Good Old Fashioned* also wrapped this summer in the Wilmington area.

Screen Gems Building Massive Stage

The stage will be 37,500 sqft. with 60'x60' tank.

Wilmington, NC – EUE Screen Gems Studios, home of the largest studio lot east of California, is building the largest film and television production stage on the east coast, it was announced in August by Chris Cooney, COO and President of EUE Screen Gems Ltd. “We’ve submitted the plans, applied for permits, begun preliminary clearing and ordered materials. This is the real deal, it’s happening, this is our Dream Stage.”

The soundstage is part of their 50-acre facility in Wilmington, NC. The “Dream Stage” will be a column-free 37,500-square-foot expanse with a grid height of 45 feet and dimensions of 150 feet by 250 feet. The stage will include a 60-foot by 60-foot indoor tank with a depth of 10.5 feet. This will be one of the largest and deepest indoor production tanks in North America.

“This new stage will attract larger and more technologically advanced productions to North Carolina,” said Bill Vassar, Executive Vice President of EUE Screen Gems Studios. “The design and location of the new stage fits in with the existing studio work flow. It’s central to studio support services such as production offices, shops, wardrobe

areas, warehouses and equipment. It is in right proximity to the existing nine stages on the lot.” Completion is expected by early spring 2009.

“The soundstage will be unrivaled and completely funded by the private sector,” said Johnny Griffin, Director of the Wilmington Regional Film Commission, Inc. “This sends a message to the international film industry that EUE Screen Gems believes in Wilmington as a major production center.”

EUE Screen Gems’ existing nine stages range in size from 7,200 square feet to 20,000 square feet. Stage #4 includes a tank that is 25 feet by 39 feet by 4 feet deep. The facility features spacious production suites with bullpen, art rooms, kitchen, extensive offices with furnishings, digital phone service as well as high speed Internet access, a commissary, and Screening Theater with 35mm and HDTV projection ability. It also contains multiple mill, metal, plaster and paint shops plus wardrobe facilities with laundry as well as prop and set dec warehouses.

EUE Screen Gems Studios in Wilmington, NC has been the home to more than 300 film, television and commercial productions. Television

“North Carolina is experiencing a renaissance in film production,” said NC Film Office Director Aaron Syrett. “And it has only just begun. Combine the new product and expanded incentive package with the state’s natural scenery and our tremendous base of professional crew, and we now have a product that is unmatched coast-to-coast.”

projects include *One Tree Hill* for Warner Bros. Television; *Little Britain USA* that airs beginning in September on HBO; the upcoming HBO series *Eastbound and Down*; and *Dawson’s Creek* for Columbia Pictures Television. Recent film projects include the September 26 release from Warner Bros., *Nights In Rodanthe*; *The Secret Life of Bees* for Fox Searchlight; *The Marc Pease Experience* for Paramount-Vantage; *Cabin Fever 2: Spring Fever* for Lionsgate and *A Good Old Fashioned* for Endgame.

Courtesy of EUE / SCREEN GEMS



Architectural Rendering of Stage 10

Upcoming Events

NCFO in Los Angeles
September 8-12

NC Film Council Meeting
Screen Gems Groundbreaking
September 25
Wilmington, NC

Nights in Rodanthe
Special Screening
September 25
Wilmington, NC

Charlotte Film Festival
September 25-28
Charlotte, NC

Nights in Rodanthe
nationwide opening
September 26

Asheville Film Festival
November 6-9
Asheville, NC

Cucalorus Film Festival
November 12-15
Wilmington, NC

Fox Searchlight Pictures'
The Secret Life of Bees opens
nationwide October 17. Filmed
around the Wilmington area early
this year, this film is based on
Sue Monk Kidd's New York Times
Bestseller of the same name.
Drama stars Dakota Fanning and
Queen Latifah alongside Jennifer
Hudson and Alicia Keys.

NC Film to visit Los Angeles

Representatives from the North
Carolina Film Office will be in
Los Angeles September 8-12 to
meet with industry members and
talk about the new developments
that are making it easier and
more cost effective to film in
North Carolina.

Mark It!

Warner Bros. Pictures' *Nights in Rodanthe* opens nationwide September 26. Filmed in North Carolina last year, this film is based on Nicolas Sparks' #1 New York Times Bestseller of the same name. Drama stars Diane Lane, Richard Gere and North Carolina's magnificent coastline. *Nights in Rodanthe* was filmed in the Wilmington area and also on North Carolina's famed Outer Banks. True to its title, *Nights in Rodanthe* showcases the real Rodanthe, NC located on the Cape Hatteras National Seashore. *Nights in Rodanthe* is the first film in over 20 years to film on NC's Outer Banks



On Location: Rodanthe, NC

Permitting

The North Carolina Film Office has launched a new system for helping productions obtain permits for State-owned roads, highways and Parks. Online forms are now available at ncfilm.com for these permit requests.

Although not a permitting agency, the North Carolina Film Office works with the North Carolina Highway Patrol and North Carolina Division Of Parks & Recreation on behalf of productions when requesting permission and assistance to shoot on or near state-owned property. Productions should submit all permit requests for state-owned property via ncfilm.com. This new system insures that productions will have initial support from the State without any surprises. Questions: contact Sallie Hedrick in the in the NC Film Office.

The Legacy Award

On May 1, 2008 the NCFO and the North Carolina Film Council commissioned the *Frank Capra Jr. Legacy Award* in order to recognize leaders who have made an outstanding contribution to NC's film industry. The award honors the memory of Mr. Capra – producer, director, educator, and Film Council member – who helped nurture NC's film industry for over 25 years. In its inaugural year, the award was presented on the 20th Anniversary of the film *Bull Durham*. Through the outreach of films like *Bull Durham*, NC continues its legacy as a premiere filming destination. Awards were given to director Ron Shelton, producer Thom Mount and actors Kevin Costner, Susan Sarandon, and Tim Robbins. *The Frank Capra, Jr. Legacy Award* is awarded once a year at the spring meeting of the North Carolina Film Council.

Film Impact Up 60%

Film, television and commercial production companies spent \$160,215,900 in North Carolina for 2007, according to the North Carolina Film Office. That was a 61 percent increase over 2006 in a year that included in-state production of major motion pictures *Leatherheads* and *Nights In Rodanthe* as well as the CW Network's *One Tree Hill*. The film impact figures are the result of a survey conducted by the North Carolina Film Office. The survey uses data obtained directly from productions throughout the state, figures from the state's regional film commissions and information from the state's film incentive program. It includes all direct spending including wages, goods and services used by commercial productions companies in the state.

NC Expands Incentives

North Carolina created a film incentive package in 2007 and this year they improved it. North Carolina Governor Mike Easley signed legislation to expand the North Carolina Film Incentive. The film incentive is a 15% tax credit on a minimum \$250,000 in-state spend. The key expansions to the incentive are:

1. Incentive is extended to January 1, 2014.
2. Wages up to \$1,000,000 will qualify.
3. The cost of production-related insurance now qualifies.
4. Productions must register with the NC Film Office, by filing Intent to Film form.
5. North Carolina to receive on-screen credit.

THE Slate

The North Carolina Film Office wishes to thank Governor Mike Easley and the North Carolina General Assembly for supporting the expansion of North Carolina's film incentive this summer. North Carolina's film industry continues to flourish and with their support we have successfully kept a valuable global industry in North Carolina. To all who were involved: Thank you for recognizing the positive impact motion picture has on a community. Know that your contribution to the film industry has not gone unnoticed and we look forward to working with you again.

Looking Back at *Leatherheads*



*Top: George Clooney and Renee Zellweger greet fans while promoting *Leatherheads*, which filmed in North Carolina in 2007. Bottom: NC Film Office Director Aaron Syrett participates in the *Leatherheads* press conference in Salisbury, NC in Spring 2008.*



*Above: Actors George Clooney and Renee Zellweger respond to reporters during *Leatherheads* whistle stop tour at the Salisbury Depot. Photos courtesy of Bill Russ*

North Carolina Film Council

The North Carolina Film Office is supported by a governor-appointed group who offer advice and guidance in the interest of North Carolina's film industry. The North Carolina Film Council meets 3 times a year in different regions across the state. The next meeting is scheduled for September 25 in Wilmington. Current members are:

Chair: Bob Seligson, Raleigh

*Vice-Chair: E.A. Tod Thorne,
Charlotte*

T.E. Austin, II, Durham

Timothy M. Bourne, Wilmington

Nancy Buirski, Durham

Mark de Castrique, Charlotte

Craig Fincannon, Wilmington

Joseph A. Gomez, Raleigh

Monty Hagler, High Point

*NC State Sen. Kay R. Hagan,
Greensboro*

Cress Horne, Marshville

Donna E. Mack, Raleigh

*NC State Rep. Daniel F. McComas,
Wilmington*

*Thom Mount, Durham /Beverly
Hills, California*

James M. O'Brien, III, Raleigh

Margaret Palmer, Durham

Dale Pollock, Winston-Salem

Herman A. Stone, Charlotte

Travis Tatham, Asheville

Kelly R. Tenney, Castle Hayne

Beth Troutman, Concord

Robyn Yigit Smith, Chapel Hill

Margaret C. Ward, Burlington

Arthur Watkins, Raleigh

Bill Vassar, Wilmington

NC Film Office Wins Awards



The North Carolina Film Office won with first place awards for best logo and best print ad campaign at the Association of Film Commissioners International's (AFCI) annual Locations tradeshow in April. The winning entries are part of a rebranding promotion initiated by the Office and created by Loeffler Ketchum Mountjoy (LKM) of Charlotte. The entries won out over more than 100 global film commission brand image submissions.



**"I got a new play. It's called *The Sergeant York*."
-Jimmy 'Dodge' Connelly, *Leatherheads***

ReelCrew™ Unveiled

The North Carolina Film Office has launched a new interactive state-wide crew directory called *ReelCrew™*. *ReelCrew™* is the brainchild of the *ReelScout™*, a North Carolina company that has established the industry standard for film location management. *ReelCrew™* is a new module for *ReelScout™* that allows film offices to track crew and support services data. The North Carolina Film Office is the first and presently only film office in the United States to have this technology.

ReelCrew™ allows NC's crew and support services to log on to ncfilm.com to create and manage a personalized account. Crew and support services will be able to log on to ncfilm.com and update contact and résumé information

at any time. *ReelCrew™* minimizes paperwork and is more efficient for the industry. Because *ReelCrew™* will always offer the most current data, production companies have the luxury of knowing that crew and support services are available in North Carolina. *ReelCrew™* demonstrates the depth of infrastructure and workforce available in North Carolina. Eventually this directory will feature a bulletin board interface, allowing crew and support services to view available opportunities. For more information on the North Carolina company *ReelScout™*, visit www.reel-scout.com

If you are crew member living in NC, visit www.ncfilm.com to list in NC's new directory, powered by *ReelCrew™*.

About the North Carolina Film Office

The North Carolina Film Office is a state government agency in the Division of Tourism, Film and Sports Development in the NC Department of Commerce. It was founded in 1980 by Governor James B. Hunt and is a member of the Association of Film Commissioners International. The office is made of a team of professionals working in tandem for the benefit of North Carolina and is focused to bring motion pictures, revenue and jobs to the state of North Carolina.

This office actively works to create a healthy climate in which to grow

the film industry in the name of economic development. A marketing agency as well, the NCFO educates the film industry on North Carolina's incentive program, promotes the state's infrastructure, and showcases North Carolina's diverse locations. Motion Picture projects are actively recruited and nurtured by the office. Recent projects recruited by the North Carolina Film Office include Universal Pictures' *Leatherheads*, Warner Bros. Pictures' *Nights in Rodanthe*, and independent films *Blood Done Sign My Name* and *A Good Old Fashioned*.

The NCFO works to keep and create jobs in North Carolina for film crew and related businesses. As such, the film office serves the film industry in an efficient and engaging capacity. With the use of industry-standard web-based software called Reel Scout the office prepares and provides production

companies with tailor-made location packages per project requirements. The office hosts location scouts for producers and also provides on-the-ground assistance before and during filming. The NCFO is the official liaison between the industry and state agencies for state property use, highway assistance, and other issues.

The NCFO maintains sophisticated communications with the film industry. Members of the office make regular trips to Los Angeles, CA to meet with producers and also network at industry events including the Sundance Film Festival in Park City, Utah and the South by Southwest Film Festival in Austin, Texas. Every spring the office participates in the Locations trade show hosted by the Association of Film Commissioners International in Santa Monica, CA.

ONE Sheet...

Aaron Syrett was hired as Director of the North Carolina Film Office in May of 2007. A graduate of the University of Utah in Salt Lake City, Aaron holds a Bachelor of Science in Mass Communication. Prior to arriving in North Carolina, he was Director of the Utah Film Commission. While building upon North Carolina's legacy, Aaron is taking a 21st century approach to boost the global visibility of North Carolina's resources.

The office Production Executive is **Sallie Hedrick**, a North Carolina native and a graduate of Meredith College. An advocate for film, Sallie returns to North Carolina via the Sundance Film Festival, where she worked tirelessly for independent film. Her mission now is to promote all of the benefits North Carolina has to offer the film industry.

The Film Office Executive Assistant is **Hannah Whitley**. With a Bachelor of Arts in Communication from Peace College, Hannah is a Raleigh native. Hannah provides high-level administrative support by handling information requests, preparing informational reports, conducting research, and performing clerical functions.



Aaron Syrett



Sallie Hedrick



Hannah Whitley

Crew NOTES

Many thanks and Congratulations to North Carolina's incredible CREW and TALENT for their hard work, dedication and unfailing loyalty to North Carolina's film industry. You are an extraordinary team that continues to propel North Carolina to the top of the global film scene. We lift you to the highest pedestal and thank you for giving our state a stellar reputation.

Unscripted...



"We could not have had a better pre-production and production experience in Wilmington, NC than this past spring. North Carolina was always a draw for our film; we needed a location that could be filmed in colder weather months, a tax incentive for filming, and a skilled and proven crew base...we found all of that in North Carolina.

From our earliest scout we were met with immediate attention, scouting assistance, budgeting suggestions and a wealth of knowledge from a film

office that has also worked in the field, and not just behind a desk.

We were lucky enough to be filming during a time in which we had one of the best crews I had worked with in years. The art department was fantastic, technical crew rivaling any coastal city's local and an accounting staff I would hope to recruit again whether in NC or not. There were what seemed to be genuine smiles from our crew daily, problem-solving that were integral for achieving our shooting schedule, and local residents

and businesses that opened their doors to filming in and around the city.

The incentive was wide and the final reason we chose to shoot there -- but the experience was one I'll take with me back to Los Angeles."

*-Matt Birch,
SVP Physical Production;
Endgame Entertainment*

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