

NC Film Industry Remains Strong, Mid-Year Figures Show

Production plans reflect \$250 million in spending, 25,000 job opportunities

Given Anson County's past experience with major filmmakers in 1985 and 1986, with the filming of *The Color Purple* and *The Evil Dead II* here, the following information about the film industry in North Carolina can give us hope that another movie may come our way.

Six months into 2013, the North Carolina Film Office reports a production tally of \$250 million in direct in-state spending and 25,000 job opportunities for North Carolinians. As of July 1, more than 35 productions had filed "intent to film" forms indicating that they have filmed or will film in the Tar Heel State. The resulting activity accounts for more than 4,300 production days spread across at least 30 counties. The job opportunities include more than 3,000 crew positions for the state's highly skilled film professionals, 1,000 well-paying talent opportunities and 21,000 background talent positions.

"North Carolina continues to be a preferred location in the film industry," said North Carolina Film Office Director Aaron Syrett. "Our talented crew base, vast array of locations and the state's tax incentive - while not the largest in the nation, it's certainly the smartest - provide filmmakers and industry leaders the right mix for bringing their productions here and showcasing them to viewers worldwide."

Television series have chalked up a large number of production days, starting with the final first-season episodes of the hit NBC series *Revolution*. Next came the pilot for *Sleepy Hollow*, which FOX Broadcasting Company picked up; the series begins filming its entire first season later this month in North Carolina. Returning series *Banshee*, *Eastbound & Down* and the multi-award winner *Homeland* were joined by the CBS summer breakout series *Under the Dome*. In addition, several reality series have been shooting in the state.

In regard to films, the studio feature *Tammy* recently wrapped its production while the independent features *Careful What You Wish For*, *The Remaining*, *An Evergreen Christmas*, *The World Made Straight* and *Grass Stains* have all hired North Carolina film professionals and talent during their production.

Made-for-television movies including *The Ultimate Life*, *The Perfect Summer* and Norman Rockwell's *Shuffleton's Barbershop* have also used North Carolina as their backdrop. In addition, national commercials for Fiat, PepsiCo, Planters Peanuts and NASCAR have been filmed in the state.

The mid-year figures are a strong follow-up to 2012's record-breaking year-end totals, which showed more than \$376 million in direct in-state spending over 4,100 production days. The activity created nearly 20,000 job opportunities, including more than 4,100 crew positions.

Over the past five years (and before 2013), productions have had a direct in-state spend of more than \$1 billion. The state has seen a sharp increase in production since 2010, when lawmakers passed bi-partisan legislation that increased the refundable tax credit to 25 percent on all goods and services purchased from North Carolina vendors and for wages paid to those performing work in the state. Productions must spend at least \$250,000 in the state to qualify for the tax credit, which is given back only after productions have completed their in-state spend and the North Carolina Department of Revenue has performed an audit.

The North Carolina Film Office is part of the state Division of Tourism, Film and Sports Development within the Department of Commerce. Its primary responsibilities are to recruit productions to North Carolina by marketing the state's assets, which include the film incentive, the crew base, established infrastructure and locations statewide. The NCFO also assists productions with securing permits and handling other logistics and works hand-in-hand with film commissions in the Wilmington, Research Triangle, Piedmont Triad, Charlotte and Western regions.

North Carolina Tourism Launches New VisitNC.com

For the first time since 2009, the North Carolina Division of Tourism has significantly enhanced its digital presence with a new website for consumer travel planning. *VisitNC.com* features a fresh look with dynamic content and responsive web design to make travel planning easier and more interactive.

In addition to its agile design, the new website aligns with the Division's key focus of showcasing North Carolina's beauty and continued growth of downstream referrals to industry partners' sites. In 2012, downstream referrals increased 10 percent on record traffic of more than 4 million visitors.

"VisitNC.com is the preeminent consumer travel planning website for North Carolina and the centerpiece of our tourism marketing efforts," said Wit Tuttle, director of tourism marketing for the Division, which is part of the state Department of Commerce. "The site plays a critical role in promoting the state's tourism industry, which directly supports nearly 200,000 jobs for North Carolina residents and contributes \$1.5 billion in state and local tax revenues."

The Division of Tourism kicks off the website launch with the "Beauty Amplified Photo Sweepstakes," which offers visitors a chance to win three exclusive trips of a lifetime. Consumers can go to visitnc.com/beauty-amplified to enter and find additional details.

A major component of *VisitNC.com* is its responsive design, which provides an optimal layout and user experience for any screen size — from mobile devices to web-enabled televisions. In just four years, mobile traffic on *VisitNC.com* has grown from 1.3 percent to 33 percent.

"With so many people using mobile devices to make their travel plans, it was important for us to provide a compelling user experience regardless of platform," Tuttle said. "Whether someone goes to the site on a cell phone, tablet or computer screen, the new *VisitNC.com* will showcase the state's awesome landscapes and also reflect the character - the people and places - that adds depth to the journey."

The website is part of a brand evolution that includes the Division's "beauty amplified" tagline. A custom-designed logo and typeface build on North Carolina's position as a place of unrivaled scenic beauty where deeper connections happen. The site was developed in collaboration with Charlotte-based Luquire George Andrews (LGA), the Division's marketing agency of record.

To shape the site's content-first architecture, the web team used a research-based approach that drew on consumer traveler studies, usability testing and partner input. Among the enhancements of the new *VisitNC.com*:

- Integrated, sharable content. The website is designed to engage visitors in exploring North Carolina and sharing what they learn. Site users can find compelling content by interest, inspiration, geography and date with multiple types of content - videos, trip ideas, feature stories, listings and reviews - gathered around a specific place or topic. One-click sharing via popular social media platforms extends the site's reach.
- Increased rich media. A new, 90-second "Deeper Journey" video overview of the state is featured on the website and the Division of Tourism's YouTube channel. Vignettes from the popular North Carolina Weekend program are accessible from *VisitNC.com* through the Division's partnership with UNC-TV.
- Consumer reviews. Listings include third-party insights from *TripAdvisor.com*. The partnership with *TripAdvisor.com* reinforces *VisitNC.com*'s status as the go-to source for North Carolina travel information.
- Improved keyword search. New content is indexed immediately so that visitors access the most up-to-date information.
- Industry partner enhancements. Data entry has been streamlined to make it easier for attractions, businesses, event sponsors and others to initiate and update listings. *VisitNC.com*'s comprehensive statewide database includes 18,500 entries representing accommodations, attractions, restaurants, events, golf courses, seasonal special offers, travel professionals and 375 local and regional destination marketing organizations.

About North Carolina Tourism: The North Carolina Division of Tourism, Film and Sports Development is part of the North Carolina Department of Commerce. Its mission is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production. In 2012, the state welcomed 45.4 million visitors and ranked sixth nationally in visitation.

Help For Home Repairs Using IllumiNATION-East Grant

Are you a homeowner who is physically or financially unable to take care of minor home repairs? Do you need help with minor construction upkeep? If so, *illumiNATION-East* may offer you some assistance.

An \$82,000 grant to fund a youth mission camp serving Anson and Stanly Counties was established through the Duke Endowment and Partnership of United Methodist Churches. By using the youth groups from several regional churches, homeowners will be served during "camp weekends" for one or two day projects. This mission touches lives of homeowners but also the youth and young people who attend the camp. The home repair ministry includes Bethel Charge, Lilesville Charge and Peachland Charges of the United Methodist Church.

Camp dates for this year are August 15 through 18, and October 18 through 20 at Joshua Youth Camp in Albemarle. Youth can use this opportunity to mission by serving the homeowners in need. If you or your youth group is interested in participating please contact Nancy Nolan at www.nnolan2292@gmail.com.

If you are a homeowner and wish to be considered for one or two day project assistance please contact the Grace Senior Center at 704-694-6616 or Anson County Social Services. All Anson County home site referrals will be collected through these agencies.

South Piedmont Community College

SPCC has the following position available:

CHEMISTRY INSTRUCTOR School of Arts and Sciences

South Piedmont Community College is seeking applications for a Chemistry instructor to teach General Chemistry, Organic Chemistry, and other Chemistry courses. This is a full-time, 9-month position with a starting date of August 7, 2013.

Educational requirements: Master's degree in Chemistry or related field - OR - Master's degree w/ 18 GSH in Chemistry. Teaching experience and qualifications to teach General and Organic Chemistry preferred.

This position will be open until filled. For complete job description, an SPCC application and other required information, visit our website www.spcc.edu or contact us at:

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