



*Agenda Item / Council Work Session*

*Meeting Date: Tuesday, December 17, 2024*

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**SUBJECT: CONSIDERATION OF APPROVAL OF AN ONLINE FILM APPLICATION SOFTWARE, CALLED FILM APP STONE MOUNTAIN**

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**Subject: Discussion Item**

**Department:** Economic Development

**Presented By:** Maggie Dimov, ACM and Economic Development /DDA Director

**REQUESTED ACTION:** If Council chooses to adopt this online film application software it should be moved to First Read on December 17, 2024, and Second Read on January 21, 2024, at which time it can be voted on for adoption.

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**Background Information / Film Permitting Process in the City of Stone Mountain:** The City of Stone Mountain's film permitting process was administered by the City's Special Events & Film Coordinator, which worked closely with the Special Events Committee and public authorities when needed (like DeKalb County Entertainment Committee, Fire Marshal Offices, and other), to make sure filming in the City is legal and safe. Upon receipt of a film request, the City's Special Events and Film Coordinator presented the application with supporting documents to the committee for review and approval. (The City's Special Events Commission consists of five members, the department head or his/her designee, from the following departments: Economic Development, Public Works, City Clerk, Police and Code Enforcement).

**Issue:** Requests for filming (applications with supporting documents) were submitted ten (10) business days in advance of the proposed shoot date. The film fee schedule that was proposed in the past was based on a comparison to fees approved by other cities and the current market rates. Film fees were collected by check and through online card payments. To pay by card, the applicant had to provide a signed authorization form allowing staff to process the charge. Both payment methods were time-consuming and delayed the permit approval process.

**To Be Considered:** DeKalb County recently approached the City to help implement an online system called Film App, to allow staff to review applications and process permits more efficiently.

To support the City of Stone Mountain's rapidly expanding film industry, the City can streamline the permitting process for film productions through the Film App online application software. In addition to streamlining the permitting process for film productions in the City of Stone Mountain, the City also will be responsible for the following:

- Coordinating the issuance of permits for productions filming in the City of Stone Mountain.
- Facilitating communication between producers and city agencies.

- Minimizing potential inconveniences to local residents and businesses affected by film production.
  - Partnering with the Georgia Film, Music & Digital Entertainment Office and other partners to market the City of Stone Mountain as a leading center for film, culture, and entertainment.
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**Staff Request: Council to consider the launch of an online application software called Film App Stone Mountain.**

**Attachments/Exhibits:**

- Blank Master Agreement for the City to sign. (The DeKalb Entertainment Commission signed a Master Agreement with Apply 4 Technologies for use of the FilmApp platform and created 13 instances including Unincorporated DeKalb. Each jurisdiction is tasked with signing a Master Agreement for use of the platform by each City. (Instance is term used to describe the online portal of each jurisdiction.))
- Entertainment Commission Annual Report YTD