



STATE PARKS & HISTORIC SITES

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COMMISSIONER

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Operating Procedure # O - F - 1

Subject: Film, Video and Photography Requests

Effective Date: December 2, 2015

Procedure Statement:

The State of Georgia is very supportive of the growing film industry as an economic business driver.

- Tax incentives are favorable for film production companies who want to do business in Georgia.
- Every county in the state has gone through a certification program through the Department of Economic Development to be certified as “camera ready”.
- GA DNR and Georgia State Parks support these efforts and want to be good business partners with the production companies.

In determining whether to authorize the use of parks and historic sites for commercial photography and filming, primary consideration will be given to:

- protecting natural and cultural resources
- reducing disruption of normal public use
- recovering expenses incurred by the Department/Division
- generating revenue

For commercial photography or film ventures, it is also the department's intent to generate revenues from location fees or to benefit in other ways, such as publicity, from the promotion of the photography or filming through partnerships with the photographers or film producers.

Legitimate news coverage will not be assessed a fee. Filming, video and photos that are done for our own marketing and promotional purposes through internal resources or partnerships with third parties will not be assessed a fee.

Filming with the use of a UAV / drone must be approved by the PRHS Director or designee.

Definitions:

Application For Commercial Photography/Filming: This is the application form that must be completed prior to any production company being allowed to film or photograph on our properties for commercial gain. Any individuals or companies applying for approval of photography, film, or video production shoots need to obtain and complete an Application for Commercial Photography/Filming from the state park or historic site intended as the shooting location. (application attached)

Location Fee: The location fee is a fee assessed solely for the use of the site or location for commercial photography, videography, or film productions with potential commercial gain, such as wedding, engagement, senior, or print advertising photo shoots; filming for television commercials;

or feature films. Location fees are charged on a per day basis and include all the days the photographer or production company is on site to prepare, shoot, and tear down.

Shooting Fees: Shooting fees are meant to recover direct/indirect expenses incurred by the site to accommodate a photography or film shoot. The department has a responsibility to cover its expenses associated with a shoot, especially when staff oversight or supervision is required, potential revenues are lost, or special preparations or repairs are needed to the shoot location.

COL: This is a shorthand abbreviation for a “Certificate of Liability Insurance” form. The production company must have liability coverage for any feature film or large scale production for the duration of the shoot on PRHSD property. The Georgia Department of Natural Resources/specific site location is designated as the certificate holder. (sample attached) Typically the minimum amount set for which the DNR is insured is \$1,000,000.

UAV: Unmanned Aerial Vehicle or drone.

Procedure:

1 – Application Form - Must be completely filled out by the commercial photographer, production company or location scout on behalf of the film/video production company. The application is returned by the requestor to site manager. Once the details of the project are provided appropriate fees can be assessed.

It is especially important for the Site Manager to review the application for:

- Impact on site visitors by restricting access or closing public use areas or facilities
- Projects that require access to restricted areas or facilities
- Projects that require special hours
- The amount of site staff supervision or oversight required
- Any disturbance to the site and required restoration of site resources
- Projects that involve the use of artifacts or historic structures
- Projects that have potential liability issues
- Projects that have the potential for profit or commercial gain for the production company
- Projects of a potentially offensive or non-family friendly nature

2 – Determining Fees and Site Manager Approval - The site manager will review the completed application, evaluate appropriateness and site impact, and determine appropriate location and shooting fees. Once the Site Manager approves the application it is forwarded to the Region Manager.

- ParkPass – parking fees must be assessed for all vehicles that will be on site for the duration of the production. These fees may be rolled into the Location Fee, if the Site Manager determines that is the best approach. However, when collecting the fees, the ParkPass portion must be allocated separately for accounting purposes.

3 - Assessing and Collecting Fees - Checks to cover location fees should be made out to the specific site location, delivered to the site manager, and rung up into Active under Product ID, 148602 – Film Production. (See the Guidelines for Determining Fees attachment)

4 – Region Manager/Assistant Region Manager Approval - The site manager must share the completed application with the Region Manager or designee. No request shall be allowed or disallowed by the Site Manager without prior approval of the Region Manager, and no request shall be disallowed on the basis of the requestor's religious, political or philosophical views, expressive activity, or any other legally protected status. The Region Manager will approve the application and fees and communicate such in writing to the Site Manager.

5 - Historic Sites, Artifacts or Structures - Applications for photography or filming at historic sites, or shoots which involve historic artifacts or structures, must be forwarded by the Site Manager to the Region Manager. Other requirements may apply to photography or filming which involves historic sites, artifacts or structures.

6. – Headquarters Approval - major motion picture film requests, complicated fee structures, and other questions or concerns should be forwarded from the Region Manager to the Marketing and Communication Manager for headquarters review and approval. Smaller, local productions or still photography shoots can be handled with Region approval. Regardless of scope, all film/video requests should be forwarded to the Marketing Manager for review and file

7 – In-house Promotions - There may be occasional film, video, or photography shoots that may be conducted through or in conjunction with our marketing partners for PRHSD's own promotional use on web sites, brochures or other promotional materials. Such projects do not require an application process and will not be charged fees.

8 – On Site Manager Authority - Once on location, the site manager has the authority to shut down unapproved shoots or approved shoots that violate the conditions of use agreed upon in the signed Application. Any such action needs to be communicated with the Region Manager as soon as possible.

Authority: Not applicable

Attachments:

Attachment 1 – Application for Commercial Photography and Filming

Attachment 2 – Sample – Certificate of Liability Insurance form

Attachment 3 – Fee Assessment Questions

Attachment 4 – Guidelines for Determining Fees