

**PROJECT CHARTER PLAN
ARKANSAS FILM DATABASE**



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**PROJECT MANAGER/DEVELOPER:
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EXECUTIVE SUMMARY

The Arkansas Film Database project was initiated by the Arkansas Economic Development Group to promote the film industry in Arkansas and to shine a light on the contributions of Arkansas to film and television production. The project will deliver a proof-of-concept website showcasing films, actors, and actresses with verifiable ties to the state of Arkansas.

The platform will integrate real-time data from The Movie Database API, allowing for dynamic retrieval of film metadata, biographies, cast and crew information, popularity metrics, awards, and visual media assets. The website will be designed for an audience of moviegoers ages 20-40, emphasizing intuitive navigation, interconnectivity, and modern visual presentation.

PROJECT PURPOSE/JUSTIFICATION

Business Need/Case

The Arkansas Economic Development Groups seeks to strengthen awareness of Arkansas' film industry and improve the state's visibility as a competitive filming destination. Many states actively promote their film heritage through modern digital platforms. Arkansas currently lacks a primary interactive source to address this gap.

This project fulfills the following needs:

- Increased engagement with Arkansas based film content.
- Promotion of in-state filming locations and talent.
- Modernization of film industry outreach approaches.
- Support for economic development through creative industries.

The Arkansas Film Database will serve as a scalable foundation for future expansion while delivering immediate promotional value.

Business Objectives

The business objectives for this project are to create an interactive website supporting the film industry in Arkansas as follows:

- Deliver a functional, dynamic film promotion website.
- Integrate live API calls using The Movie Database developer credentials.
- Provide intuitive navigation between films and actor/actress profiles.
- Highlight Arkansas's contributions to film and television.
- Create a reusable template architecture for future enhancements and/or additions.

PROJECT DESCRIPTION

The Arkansas Film Database is a dynamic web application designed to display film, actor, and actress information connected to the State of Arkansas. Users will be able to explore interconnected content by clicking film titles or cast members with all of the data retrieved through The Movie Database API. The system will support:

- Film profiles including budget, genre, synopsis, popularity, and awards.
- Actor and actress biographies and filmographies.
- Cast and crew relationships.
- Poster images.
- Notable taglines and quotes.

The site will automatically update as API data changes and updates.

Project Objectives and Success Criteria

In order to achieve success on the Arkansas Film Database project, the following objectives must be met within the designated time and budget allocations:

- The Movie Database API documentation reviewed and endpoints validated by 02/20/2026.
- API authentication using developer key by 03/01/2026.
- Dynamic templates for films, actors, and actresses completed by 03/20/2026.
- Clickable navigation between all entities by 04/05/2026.
- User interface finalized and responsive by 04/20/2026.
- System testing completed by 05/01/2026.
- Final deployment and presentation delivered by 05/10/2026.

Requirements

This project must meet the following list of requirements in order to achieve success.

- All films, actors, and actresses must be clickable.
- Data must be retrieved dynamically from The Movie Database API.
- Client-provided JSON must initialize API searches.
- Templates must adjust dynamically to varying data fields.
- No login or password required.
- Modern UI styling suitable for ages 20-40.

Additional requirements may be added as necessary, with project sponsor approval, as the project moves forward.

Constraints

- Proof-of-concept only.
- The Movie Database API usage subject to rate limits.
- Data limited to third-party availability.
- Front-end technologies (HTML/CSS/JavaScript)
- Fixed delivery date.

Assumptions

- Client provides accurate data.
- Free The Movie Database license remains available.
- API remains stable during development.
- Third-party data usage is acceptable to client.

Preliminary Scope Statement

The project includes the design and implementation of a front-end web application integrating third-party movie data through The Movie Database APIs. The project will conclude upon successful delivery of a fully functional proof of concept website and supporting documentation on May 10, 2026.

RISKS

The following risks for the Arkansas Film Database project have been identified. The project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks:

- API structure or endpoint changes.
- Missing pertinent information for certain films or actors/actresses.
- Rate limit throttling.
- Scope expansion beyond proof of concept.

PROJECT DELIVERABLES

The following deliverables must be met upon the successful completion of the Arkansas Film Database project. Any changes to these deliverables must be approved by the project sponsor.

- Interactive Arkansas Film Database website.
- Dynamic API integration.
- Reusable Templates.
- Technical documentation.
- Final presentation and demonstration.

SUMMARY MILESTONE SCHEDULE

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated through project status meetings by the project manager.

Summary Milestone Schedule	
Project Milestone	Target Date
• Project Start	02/03/2026
• API Research and Documentation Review	02/20/2026
• Template and UI Design	03/10/2026
• API Integration Complete	03/25/2026
• Film Pages Functional	04/05/2026
• Actor/Actress Pages Functional	04/20/2026
• System Testing/Debugging	05/01/2026
• Deploy Solution	05/09/2026
• Project Complete	05/10/2026

SUMMARY BUDGET

The summary budget should contain general cost components and their planned costs. As the project moves forward these costs may change as all tasks and requirements become clearer. Any changes must be communicated by the project manager.

The following table contains a summary budget based on the planned cost components and estimated costs required for successful completion of the project.

Summary Budget	
Project Component	Component Cost
• Personnel Resources	\$25,000
• Software and Tools	\$5,000
• API Licensing	\$0
• Design Assets	\$5,000
• Testing and Deployment	\$5,000
Total	\$40,000

PROJECT APPROVAL REQUIREMENTS

The Arkansas Film Database project will be considered complete when the project is fully functional, demonstrates real time API integration, and meets all approved requirements by 05/10/2026.

PROJECT MANAGER/DEVELOPER

Melissa Ecker is authorized to manage scope, schedule, resources, and technical implementation for the Arkansas Film Database project, including all documentation and development activities.

AUTHORIZATION

This section provides the name and authorization, once signed, for the project to move forward in accordance with the information contained in this charter.

Approved by the Project Sponsor:

Date: _____

Bruce Bauer
Arkansas Economic Development Group