



May 23, 2022

Request:

The Film Partnership of North Carolina is requesting **\$100,000 from the City of Winston Salem** to administer a new and specific training program with a focus on diversity and inclusion in the production workforce. The projected cost for this paid, on the job training is **\$15/hour salary, including 10 hours of preapproved overtime at \$22.50, FICA, Worker's Compensation Insurance, overhead and promotion.** The funds will be used to train interns for an average of 5 weeks on the job, with a focus in historically underserved communities, for regional production positions related to the film and entertainment industries. Of the requested amount, 90% will be spent directly on the critical mission, DEI recruitment, promotion, paid on the job training and will be spent by the end of 2024. The remaining will be spent on administrative services and will support pursuing additional grant opportunities and private funding.

Current Need:

The impact of COVID-19 has changed the production industry in multiple ways. Streaming platforms, such as Netflix, have doubled their annual budgets for content development and are aggressively looking for space outside of California to shoot. As a result, 2021 was a record year for NC with over \$410 million in direct spending. Additionally, diversity, equity and inclusion are a critical area of interest at the decision-making levels of the industry and there is an active call to create equal opportunities for employment, funding, and content. The Partnership is prepared to work with our industry, government, and private partners to build the skills of the local and regional workforce to support production for the long term.

Potential partners include:

NC Department of Commerce, Workforce Development
UNC - School of the Arts
IATSE, Local 491 (International Alliance of Theatrical Stage Employees)
WSSU
GLOW (Girls Leadership Academy of Wilmington)

Production generates significant revenue for the state and jobs for North Carolinians. From trained graduates of our internationally renowned film and vocational schools to the owners of a local hardware store near a film production, sign shops, and clothing stores - film projects can positively impact diverse and varied economic and occupational sectors. Paid training for job opportunities with our native talent ensures we keep our people employed locally and invest both culturally and economically in our communities and businesses. It is important that the work for training reflect inclusion, equity, and diversity, deliberately and intentionally, ensuring that every group has the same access to the film, television, and digital streaming industry, with equal opportunities to share their stories and talents.

The City of Winston Salem's and UNCSCA's strong leadership and commitment to this clean industry is a testament to our history with production and have put us where we are today.

The Film Partnership of NC is NC 501c3 economic development organization, vocational education resource and advocate structured to grow the film, television, and digital streaming industry in NC. through collaboration and to create a pipeline of a diverse, well-trained, and inclusive workforce. The Partnership's leadership is a diverse group of members from the industry who work or invest in filmed content across the state. It will maximize outreach, connect with film influencers from our state, film influencers who travel through our state, and promote the industry working with our state, local, nonprofit, and private partners.



The Honorable Denise D. Adams,
Mayor Pro Tempore, City Council of Winston Salem
PO Box 2511
Winston Salem, NC 27102

May 24, 2022

Dear Mayor Pro Tempore Adams

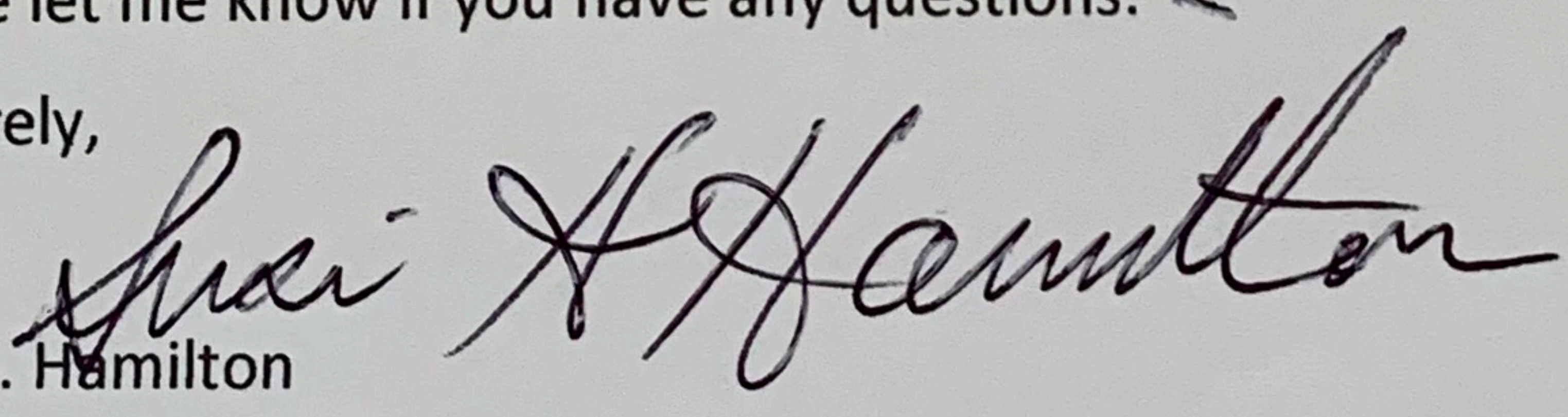
On behalf of the Film Partnership of North Carolina, I want to thank the City of Winston Salem and its leadership for their interest and enthusiasm in our workforce development program and our focus on diversity and inclusion. The Film Partnership of NC is NC 501c3 economic development organization, vocational education resource and advocate structured to grow the film, television, and digital streaming industry in NC. through collaboration and to create a pipeline of a diverse, well-trained, and inclusive workforce. The Partnership's leadership is a diverse group of members from the industry who work or invest in filmed content across the state. It will maximize outreach, connect with film influencers from our state, film influencers who travel through our state, and promote the industry working with our state, local, nonprofit, and private partners.

The Partnership is currently offering this program in the Wilmington, NC region through a \$400,00 grant from their American Recovery Plan funds. Since March of this year, we have provided paid training to 8 interns, 4 of which are from historically underserved communities, and most of them have graduated from our program and been placed in permanent positions on active productions in the region. This is the first of many cohorts that are planned for the Wilmington region.

We are excited to be partnering with the University of North Carolina School of the Arts to offer our training program in the Winston Salem region to build a successful pipeline of future workers in film and production for North Carolina's existing industry. We know that by intentionally recruiting from historically underserved communities, we can enrich the overall workforce behind the scenes of production and encourage new stories to be shared.

Again, we are excited about a new partnership with Winston Salem and your surrounding communities. Please let me know if you have any questions.

Sincerely,


Susi H. Hamilton

President

The Film Partnership of North Carolina

Cc: Lauren Vilchik, UNCSA
Darla McGlamery, IATSE, Local 491