



**GEORGIA'S MUSIC INDUSTRY
GETS A BIG "WIN" IN THE
FILM AND TELEVISION
PRODUCTION INDUSTRY.**

By Tammy Hurt

Early in May, Governor Nathan Deal signed HB 1027 assuring music production as an attributable expense for qualified film and television productions. The "Georgia Entertainment Industry Investment Act," gets credit for attracting nearly 300 productions with an overall economic impact to the state of more than \$2 billion last year.



(Left to Right) GMP Co-President Simon Horrocks, GMP Executive Director Mala Sharma, GMP Co-President Tammy Hurt, Governor Nathan Deal, The Recording Academy Atlanta Chapter Senior Executive Director Michele Rhea Caplinger, GMP Public Relations Consultant Scott Mills, and GMP Secretary Andrew Schutt.

The state boasts a rich, diverse music talent in the U.S., consider:

- Hip-hop/R&B – Usher, Dallas Austin (producer), Outkast, Ludacris, Janelle Monae, Anthony David, Akon, Lil Jon, Ne Yo.
- Rock – R.E.M., B-52's, The Black Crowes, Allman Brothers, Collective Soul, Indigo Girls, Mastadon, Butch Walker (performer/producer).
- Gospel/Contemporary Christian – Third Day, GMC (formerly Gospel Music Channel).
- Country – Zac Brown Band, Sugarland, Alan Jackson, Jason Aldean, Trisha Yearwood, Travis Tritt.
- Classical – Atlanta Symphony Orchestra (27 GRAMMY® Awards) and others.

Georgia has a worldwide music reputation, but many of the productions filmed here use music created elsewhere. That's why getting this clarification from the legislature and the Governor was so important. It is expected to have an immediate impact. Now, production companies have a powerful incentive to use local recording studios, musicians, songwriters, engineers, producers and performers.

This music industry "win" started about three years ago as a committee within The Recording Academy® Atlanta Chapter. With a lot of help from Michele Caplinger, senior executive director, and Simon Horrocks, co-founder of AFFIX Music, the chapter created a non-profit advocacy group supporting Georgia's music industry.

Georgia Music Partners (GMP) commissioned a study of the music industry's economic impact. Often overshadowed by the movie industry, the 2011 study estimated that the music industry here contributed \$3.7 billion annually. Additionally, the study credits the industry with creating 19,955 jobs and generating more than \$313 million in tax revenues for state and local governments.

Prior to the Governor's signature of the new law, production companies lacked confidence that music production expenses would count toward the state's production credit. Music supervisors did not know if the Georgia Department of Revenue would approve the expenditures. Choosing the state to produce the music score was just not worth the risk. Therefore, the clarification makes the decision to record here much easier and provides a marketable credit that lowers the overall cost of the production.

LET THE TALENT FLOW

Now that the entertainment tax credit issue is resolved, the production industry should rely more on the state's influential music scene to create the best sound possible for the movies and TV shows filmed here. According to Discover Magazine, after analyzing more than 11 billion tracks played on social media site Last.fm, "...Atlanta is the trendsetting city."

NOT ON STAGE, BUT FRONT & CENTER

In addition to the musical talent, Georgia has award winning producers and engineers. Some of the talent includes:



Phil Tan who lives in Atlanta has mixed and/or recorded 25 singles that have reached number one on Billboard's Hot 100 chart. According to Wikipedia, sales of albums and singles sold in the U.S. with Tan listed in the credits as a mixer, engineer, remixer or producer total over 250 million.

MATT STILL



Matt Still On stage at Caesars Palace with Elton & B.B. King

Matt Still is a Grammy winning producer, engineer, and mixer based in Atlanta, Ga. He started working in studios around Atlanta at the age of 20 and has never looked back. Still's credits include Elton John, Outkast, Lady Gaga, Rod Stewart, Joss Stone, PNAU, Santana, Alice In Chains, B.B. King, T.I., Nelly, Sevendust, Third Day, Bruce Hornsby, Ann Wilson, Steve Walsh, TLC, Arrested Development, Brandi Carlile, Patti LaBelle, and Stevie Wonder. He is a three-time Grammy nominee and won the Album of the Year Grammy for his work with Outkast on "Speakerboxxx/The Love Below."

Sean Garrett is a singer-songwriter, rapper and record producer. He has produced fifteen number one singles in only seven years of producing music. That number puts him in fifth place on the Billboard list of producers with the most number one hits. Garrett is the first producer to achieve this measure of success in under a decade since George Martin, who produced 20 #1 hits for The Beatles in 6 1/2 years from 1964 to 1970. He is also the only active hip-hop producer who is mentioned on the Billboard list of producers with the most number one hits.

BETTER MUSIC MADE EASIER

"For everyone on stage, there are 30 people off stage helping to make it possible," said Simon Horrocks, co-president of GMP. There is an army of service professionals, such as managers, publishers, entertainment attorneys, public relations professionals, finance, educators and more who make a living helping the musical arts.

GMP is working with the Georgia universities and trade schools to provide a ready workforce. One area that is expected to grow jobs and revenue is music technology. Georgia Tech even has a doctoral degree in music technology. Horrocks sees this segment as one that will



SEAN GARRETT

drive investment. "The state has the education systems, workforce and quality of life that will encourage companies to locate here, start here or establish U.S. operations in Georgia," said Horrocks.

Tapping into Georgia's talent and tax incentives for music will make a big impact on the state and help movie and TV producers create a great product at a competitive rate.