

Fiscal Research Center

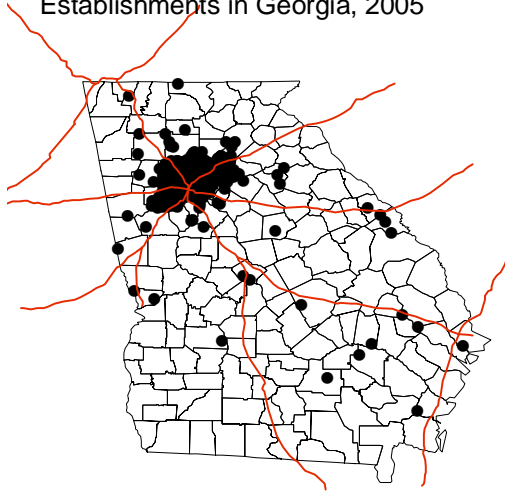
Andrew Young School of Policy Studies

The Fiscal Impact



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Motion Picture & Video Production Establishments in Georgia, 2005



Economic Impact of Motion Picture and Video Production in Georgia

The \$512.7 million in direct sales in 2008 generates an additional \$306.5 million indirect plus \$181.9 million induced expenditures outside motion picture and video production: *there is a total impact of \$1.001 billion.* The direct employment of 4,294 people generates 5,205 jobs in other industries and services: *a total employment impact of 9,499 jobs.* The industry is estimated to generate, directly and indirectly, a total of \$28.2 million in combined state and local taxes: *Sales tax of \$11.2 million, property taxes of \$8.6 million, and personal income taxes of \$7.3 million* are the largest.

Motion Picture & Video Industry in Georgia

	2003	2008	%	2003	2008	%	2003	2008	%	ann avg
	Firms	Firms	Change	Emp	Emp	Change	Sales	Sales	Change	Change
Motion Picture and Video Production	799	1,042	30.41%	3,049	3,205	5.12%	293.0	388.5	32.58%	5.80%
Services Allied to Motion Pictures	230	213	-7.39%	893	931	4.26%	75.8	82.9	9.36%	1.81%
Motion Picture and Tape Distribution	23	31	34.78%	112	138	23.21%	13.9	39.4	183.21%	23.15%
Motion Picture Distribution Services	11	11	0.00%	22	20	-9.09%	1.0	1.9	94.20%	14.20%
Sub-Total	1,063	1,297	22.01%	4,076	4,294	5.35%	383.7	512.7	33.61%	5.97%
Motion Picture Theaters (except drive-in)	165	163	-1.21%	2,662	2,243	-15.74%	551.0	689.0	25.05%	4.57%
Drive-In Motion Picture Theaters	4	4	0.00%	37	45	21.62%	0.8	1.2	55.00%	9.16%
Video Tape Rental	688	612	-11.05%	4,273	3,563	-16.62%	77.2	190.4	146.60%	19.78%
Sub-Total	857	779	-9.10%	6,972	5,851	-16.08%	629.0	880.6	40.00%	6.96%
Total	1,920	2,076	8.13%	11,048	10,145	-8.17%	1,013	1,393	37.58%	6.59%

Note: Sales are in millions of dollars
Source: Dun & Bradstreet, 2003 and 2008

Economic Impacts of New Projects in the Industry

Business activity multipliers are used to estimate the direct and indirect economic impact of projects in specific industries. Overall impacts differ from industry to industry. On average, in Georgia, each \$1.00 in direct expenditure in the motion picture and video production industry yields a total cumulative impact through the State's economy of \$1.95; each new job in the motion picture and video production industry generates a total of 2.21 new jobs.

The Fiscal Research Center mission is to promote the development of sound public policy and public understanding of issues concerning state and local governments. For more information contact David L. Sjoquist, Director or Sally Wallace, Associate Director at 404-413-0249 or visit our website at frp.aysps.gsu.edu.