



Charlotte Reporter

The Rotary Club of Charlotte

July 31, 2012

Charter Date December 1, 1916 Club 6006 District 7680
www.charlotterotary.org

Beth Petty **Charlotte Regional Film Commission** By: Sheila Bacon

Motion pictures and television commercials may not readily come to mind when considering the overall Charlotte area business climate. But the film industry has a \$500-Million economic impact on the sixteen counties served by the Charlotte Regional Film Office. And that figure, based upon the 2009 Film Economic Impact Study performed by UNCC, was posted despite having no major film having been produced in the region during that period, according to Beth Petty, Director of the Charlotte Regional Film Office, a division of the



Charlotte Regional Partnership.

Beth explained there is an infusion of turnover dollars when local businesses ranging from rental cars to hotels and dry cleaners to grocery stores and furniture rentals all benefit when a film crew is working nearby. In all, she estimates at least thirty local businesses get a financial boost from this area providing movie and commercial locations.

All of which further contributes to the region's reputation as industry-friendly and its marketability. When highly recognized leaders within the motion picture and television industries can heap compliments as to our beautiful city and surrounding areas and how easy it is to work here, it only serves to encourage other businesses to locate here. It's a growth that strengthens tourism, has no demands upon our environment, and is sustainable.

Some of the reasons our region has become highly attractive to this industry is the strong crew base in our area. Our region is also home to several major equipment houses. With our region's diverse landscape, small towns and large cities, there are a variety of film locations available. Strong state incentives in both North Carolina and South Carolina and there are direct flights from the Charlotte Douglas International Airport to almost anywhere add to the attraction for our region.

Rotarians enjoyed hearing about her stories about securing production of Hunger Games, Homeland, Banshee and Shelter. She shared with us the Verizon commercial and recent commercial productions such as Bank of America, Duke Energy, Krispy Kreme, Pepsi, Coca-Cola, Under Armour (with Cam Newton) just to name a few. Recent television production activity included the recent Bachelorette episodes which really showed so much of Charlotte's beauty, American Idol, Fantasia for Real, America's Supernanny, One Big Happy Family and too many others to mention in this newsletter.

There was an estimated \$40-\$45 million spent in Charlotte during the first season's production of Homeland. And, Charlotte was seen by over 1.08 million viewers for the season premier of the Fox/Showtime series. The series averaged 4.1M weekly viewers, won two Golden Globes, two Critic's Choice Awards and other top awards. It is scheduled for the second season and Charlotte is looking forward for more to come.

PROGRAM SCHEDULE

2012-2013

Program Chair: Ed Driggs

1Qtr Edwin Peacock

2Qtr Colleen Brannan

3Qtr Bob Freeman

4Qtr Bill Constangy

AUGUST 2012

7th **Molly Grantham**
News Anchor, WBTV

14th **Fernando Aguirre**
CEO, Chiquita Banana
And Thomas Federl

21st **David Chadwick**
Forest Hill Church
Book – Dean Smith and the
Twelve Leadership Principles

28th **Youth Exchange**
Rebound Students

12:30 Tuesday

Crowne Plaza – 201 S. McDowell Street

<https://www.facebook.com/groups/42974089870/>

The blockbuster film, Hunger Games was filmed mostly in our region with the exception of the woods scenes. It was released nationwide on March 24rd and was Number One at the box office for 4 weeks. It grossed over \$600M worldwide with over \$60M spent in North Carolina.

Her presentation made it clear that the film industry is an important part of our economic and business community and Beth is very passionate about what she does and how she represents the Charlotte region. If a film company wants it, she can envision how it can be done in our region. With a reputation for films like Talladega Nights, The Patriot, Leatherheads and Hunger Games...with the support of the community, Charlotte Regional Partners, UNCC and Charlotte Rotarians Tod Thorne and George Cochran, we can look for more great things to happen on the big screen and in television in our near future!

Head Table: Bill Stegelmeyer, Karen Steffens, Marilynn Bowler, Hunter Widener, George Cochran, Tod Thorne; Invocation: Mary Lynne Calhoun
Visitors & Guests: Don Carmichael; Song: Dumont Clarke; AV: Jessica Dupree & Nikki Keith; Photos: Bert Voswinkel

CLUB NEWS

→ The first new members of this Rotary year were introduced on Tuesday. **Patrick MacIsaac** introduced **Paul Pennell**, director of business development with Urban Design Partners. Paul can be reached at paul@urbandesignpartners.com. Membership chair, **Terri DeBoo**, had the pleasure of introducing **David Laws**. David is president of DTL Strategy and can be reached at david.laws@dtlstrategy.com. Welcome to Charlotte Rotary.

→ The 2011-2012 effort to bring in as many visitors as possible has paid off with just over 500 guests. As a reward, the club will pick up meals for one quarter for a lucky Rotarian, and that honor goes to **John Galles**. Congrats John! If you are interested in serving on the membership committee, please contact Terri (markterrideboo@prodigy.net) or plan to attend a short meeting following next week's Rotary meeting.

→ Thanks to Bill Loftin, Loftin & Company, for the updated membership roster. Copies will be available over the next couple meetings.

→ **Bill Gill** is looking for golfers to participate in the 10th Annual Rotary Scholarship Golf Classic, September 11th at Ballantyne Golf Club. Registration brochures are on the website – www.charlotterotary.org.

→ **Meg McElwain** says if all goes well, Baby Mitchell will get to come home for about three hours on Sunday. This will be the first time he's been out of the hospital in seven weeks. After the short visit, he heads back to Hemby Children's Hospital to begin 10-12 weeks of chemo. Meg and Frank love their new home and thank the band of moving Rotarians – **Tim Newman, Saeed Moghadam, Catherine Browning, Mary Ciminelli, Chris Kemper, Alan Adler, Erskine & Betty Harkey, Sandy Osborne, John Shell, Denise & Sara Hallett, Lynn Johnson, Jill Santuccio** and **Marilynn Bowler**.

→ **Floyd Davis** will have knee replacement surgery on Monday; Rotary Youth Exchange participant, Lacie Wallace, was recognized in the Charlotte Observer for her successful exchange to Germany; **Tony Zeiss** and **Chase Saunders** have teamed up with Michael Gallis on a big initiative for the next 20 years to Create It, Make It, Move It. The goal is for Charlotte to be a global city.

SCHOOL SUPPLIES COLLECTED DURING AUGUST

In support of Classroom Central and School Tools, the club will collect school supplies during the month of August. Beginning next week, items may be dropped off at the check-in table. Remember, there are one-cent sales going on everywhere. Most needed supplies: pencils, pens, crayons, markers, colored pencils, erasers, lined notebook/filler paper, spiral notebooks, pocket folders, calculators, compasses, protractors, rulers, pencil sharpeners, backpacks.

Attendance	<u>07/31/2012</u>	<u>08/02/2011</u>	Membership	New Members: Paul Pennell, David Laws
Visitors & Guests	9	24	07/01/2012 316	
Club Members	156	159	07/31/2012 315	
Total Attendance	165	183	Net Increase -1	Resignation: Tom Worth, Sheila Neisler, Ry Hudnall
Percentage	55.9%			
Birthdays August 7-13			Anniversaries August 7-13	
08 Ronnie Bryant	08 Dave Zimmer		07 Poo and Tigger Alexander	07 Shannon and Scott Mickle
08 Pam Jefsen	09 Marilynn Bowler		09 JoAnne and Bill Allen	10 Faye and Ron Campbell
12 Ben Dobson			12 Elsie and Bob Garner	