

**RULES OF
THE GEORGIA DEPARTMENT OF ECONOMIC
DEVELOPMENT**

**CHAPTER 159-1
FILM, MUSIC & DIGITAL ENTERTAINMENT DIVISION**

**SUBJECT 159-1-1
FILM TAX CREDIT**

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**159-1-1-.01 Available Tax Credits for Film or Interactive
Entertainment Productions**

(1) Purpose. This rule provides guidance concerning the application and ~~qualification~~ certification guidelines contained within the Georgia Entertainment Industry Investment Act (hereinafter "Act") under O.C.G.A. § 48-7-40.26. There are two separate credits made available under the Act: the 20% "Base Tax Credit" and the 10% "Georgia Entertainment Promotion ("GEP") Tax Credit." Each of the two available tax credits requires an independent application and certification.

(2) Coordination of Agencies. The Georgia Department of Economic Development, (hereinafter "GDEcD"), will determine which projects qualify for the base tax credits authorized under the Act; will evaluate and certify marketing opportunities for the GEP Tax Credit; and will certify tax credit applications. The Georgia Department of Revenue (hereinafter "GDOR") is the state agency responsible for determining qualified expenditures and for implementing the proper application of the Film Tax Credits.

(3) Cross-Reference. This rule shall be construed in harmony with the Rules of the Georgia Department of Revenue, Income Tax Division, Chapter 560-7-8, Returns and Collections, Rule 560-7-8-.45, entitled Film Tax Credit, which governs, among other things, the application of financial thresholds and calculations of the tax credits to be allowed.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.02 Definitions

~~(1) ‘Advertiser Supported Sites’ means an internet site used for the delivery and/or exhibition of a Feature Film, Series, Pilot, Movies for Television, Music Video or Interactive Entertainment Project where the viewer is required to view and/or is otherwise exposed to commercial messages or ad-based interruptions during the content stream; but shall not include internet sites where ads appear only on the internet site itself via banners, or only appear prior to the content stream and not during the content stream.~~

~~(2)~~(1) ‘Alternative Marketing Opportunities’ means GDEcD approved promotions for the state in lieu of the inclusion of the legislated GEP Logo placement in order to receive the 10% ~~uplift~~GEP Tax Credit.

~~(3)~~(2) ‘Applicant’ means the Production Company or Qualified Interactive Entertainment Production Company applying to GDEcD for Film Tax Credit certification for a specific Project.

~~(4)~~(3) ‘Base Certification Letter’ means a letter from GDEcD indicating that the initial requirements to earn the “Base Tax Credit” have been met for the specific ~~project~~Project named. The Base Certification Letter shall include a unique credit certificate number, and shall be delivered to the Applicant electronically.

~~(5)~~(4) ‘Commercial Advertisements’ means ~~televised~~ announcements sponsoring or promoting ideas, goods, entertainment projects, or services that have achieved Multimarket Commercial Distribution and are aired, broadcast, or streamed via video on demand, including over-the-top broadcasting, FAST Channels, subscription video on demand, ad-based video on demand, and transaction video on demand; ~~individual television stations; groups of stations; networks; cable television stations; or public broadcasting stations.~~

~~(6)~~(5) ‘Completed Application’ means a submitted application that includes all required information in the form and manner

prescribed by GDEcD and as outlined in these Rules. GDEcD will not determine that an Applicant is eligible for certification unless an Applicant has submitted a Completed Application that is deemed complete.

- (6) 'Development' means any activity or expenses incurred in order to prepare the ~~project-Project~~ for the preproduction phase of the ~~project-Project~~ or production.
- (7) "FAST" Channels or Free Ad-Supported Streaming Television means a streaming service that offers free, linear, and on-demand content, supported by advertising instead of a subscription fee, similar to traditional cable or satellite television, but accessible via streaming platforms and devices, including but not limited to Tubi, Pluto TV, Roku Channel, and Freevee.
- (8) 'Feature Film' means, but is not limited to, a dramatic, comedic, animated, or documentary film, or high definition digital production with no commercial interruption, and which is intended for Multimarket Commercial Distribution to motion picture theaters, ~~directly to the home video and/or DVD markets~~video on demand, direct to DVD, licensing for exhibition by individual television stations, groups of stations, networks, cable television, premium cable, broadcast television, ~~video on demand~~, Streaming Services, ~~or Advertiser Supported Sites~~Paid Subscription Based Platforms, or FAST Channels.
- (9) 'Film Tax Credit' means the tax credits allowed pursuant to the Georgia Entertainment Industry Investment Act, O.C.G.A. § 48-7-40.26, as amended.
- (a) The 'Base Tax Credit' means the 20% tax credit for Projects that meet the minimum investment threshold in a qualified production, as certified by GDEcD; and
- (b) The 'Georgia Entertainment Promotion Tax Credit' ("GEP Tax Credit" or "GEP Uplift") means the additional 10% tax credit which may be obtained for projects as outlined in the Act and Rule 159-1-1-.07.
- (10) 'Fully Funded' means that the Aapplicant seeking certification can demonstrate with documentary evidence that it has assets that equal or exceed 75% of the total budgeted cost of the ~~project-Project~~. —These assets can be owned by the ~~applicant~~Applicant, provided by a third-party pursuant to a financing or funding agreement, or a combination of the two. GDEcD requires proof that the ~~project-Project~~ is Fully Funded at the time the applicant applies for certification. ~~-Such proof may~~

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include, but is not limited to, SAG, IATSE, or completion bonds, payroll statements, bank statements, financing or funding agreements; but shall not include letters of intent, letters of interest, oral agreements, non-binding agreements or affidavits.

- (11) 'Game Engine' means the software system or code used to create and develop an interactive game with core functionality that typically includes rendering 2D or 3D graphics, sound, scripting, animation, artificial intelligence, physics, and input.
- (12) 'Game Platform' means the electronic delivery system used to launch or play the interactive game and includes mobile applications.
- (13) 'In whole or in part' means at least one day of qualified production activity for the Project occurred in Georgia.
- (14) 'Interactive Entertainment' means projects produced by Qualified Interactive Entertainment Production Companies in Georgia and, as defined and approved by GDEcD, that meet all of the following requirements:
 - (a) Employs electronics including Game Platforms and Game Engines to create an interactive system with which a user can play;
 - (b) Contains or creates a computer-controlled virtual universe or simulated environment within which an individual using the program may interact to generate visual feedback and achieve a goal within that universe or environment as determined by the player's skill and or luck;
 - (c) Contains at least three of the following six elements: animated graphical images, static graphic images, sound, text, 2d or 3d geometry, scoring/leaderboard/badges/trophies system;
 - (d) Are not developed by the Qualified Interactive Entertainment Production Companies for internal use;
 - (e) Meets the requirement of Multimarket Commercial Distribution via digital platforms.
 - 1. Projects eligible for certification include: game types/categories traditionally found in videogame or retail stores or Internet-based social, casual, serious, and social networking games on mobile, console, computer, smart device and television platforms.
 - 2. Projects not eligible for certification include, but are not limited to the following: Internet sites

that do not meet all of the defined requirements of Interactive Entertainment; streamed linear media such as podcasts or audio; interpersonal communications services such as video conferencing, wireless telecommunications, text-based channels, chat rooms, broadcast/streamed viewing enhancements; small-scale games embedded and used exclusively in advertising; and marketing and promotional websites or microsites.

(15) 'Life of the Project' means from the first public screening, release date, or distribution; and continuing through the third tax year following the date on which the final certification for any ~~project~~-Project related tax credit was issued.

~~(15)~~(16) 'Media Buy' means the process of securing advertising space or time on a media platform or platforms to promote a product, service, or brand.

~~(16)~~(17) 'Multimarket Commercial Distribution' means paid commercial distribution with media buys which extend to multiple markets outside the State of Georgia.

(18) 'Music Video' means a filmed or digitally recorded song, often portraying musicians performing the song or including visual images interpreting the lyrics.

~~(17)~~(19) 'Paid Subscription Based Platforms' means a digital service or platform where users gain access to content, features, or products by making recurring payments, including but not limited to Netflix, HBO Max, Disney+, Hulu, Apple TV, Peacock, Amazon Prime, and Paramount+.

(20) 'Pilot' means the initial episode produced for a proposed Series.

~~(18)~~(21) 'Place-based Media' means content that is accessible by a particular audience based on their location.

~~(19)~~(22) 'Preproduction' means the process of preparation for actual physical production in Georgia, and is considered to begin with the establishment of a dedicated commercial production office, the hiring of key crew members including a Unit Production Manager and/or Line Producer, and includes, but is not limited to, activities such as location scouting, hiring of crew,

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construction of sets, etc. Preproduction does not include the process of 'Development'.

~~(20)~~(23) 'Principal Photography' means principal ongoing filming within Georgia of significant portions of a qualified Project that involves the main lead actor(s) and the director and which is intended to be incorporated into the final product. Additional criteria include the presence of members of the first unit production team; or scenes in which lines of dialogue are spoken; and does not include camera tests, the filming of primarily backgrounds or introductory shots, visual effects, action, and/or crowd scenes by the second, stunt, or visual effects unit. In the case of animation projects, it means the time from when the script is finalized and continues through the finalization of animatics.

~~(21)~~(24) 'Principal Photography Start Date' means the first date within Georgia of Principal Photography.

~~(22)~~(25) 'Production Company' means a company that is primarily engaged in qualified production activities which have been approved by GDEcD.

~~(23)~~(26) 'Project' means a single Feature Film, Television Film, Pilot, Interactive Entertainment project, ~~Televised~~ Commercial Advertisement, Music Video, or one season or episode of a Series, as certified by GDEcD.

~~(24)~~(27) 'Qualified Interactive Entertainment Production Company' means a company that satisfies the requirements of O.C.G.A. § 48-7-40.26(b)(10) and which is primarily engaged in qualified production activities related to Interactive Entertainment which has been approved by GDEcD. "Primarily engaged" means a company whose gross income from qualified production activities related to Interactive Entertainment Projects which have been approved by GDEcD exceeds 50% of its total gross income for its taxable year or whose expenses from qualified production activities related to Interactive Entertainment Projects which have been approved by GDEcD exceeds 50% of its total expenses for its taxable year.

(28) 'Series,' which may also be known as episodic programming, means a production intended in its initial run for broadcast on video on demand, direct to DVD, licensing for exhibition by individual television stations, groups of stations, networks, cable television, premium cable, broadcast television, Streaming Services, Paid Subscription Based Platforms, or FAST Channels,

and which is a series of narrative and/or thematically related episodes with common elements that is either open-ended or a limited narrative. ~~television or streaming.~~

~~(25)~~(29) 'Social Media Platform' is a website or an app that allows users to create and share content, and interact with other users online, often in real time, including but not limited to, Facebook (Meta), Instagram, X, YouTube, Snapchat, Twitch, and TikTok.

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~~(26)~~(30) 'Streamed' or 'Streaming' means video content sent in compressed form over the Internet and displayed by the viewer in real time.

~~(31)~~ 'Streaming Service' means a subscription-based service that delivers content on demand via an internet connection to the subscriber's computer, TV, or mobile device and can include Advertiser-Supported Sites an online platform that delivers digital content in real time, where users can watch content instantly, as opposed to following a download.

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~~(27)~~(32) 'Tax Year' is the twelve-month period used for measuring income and reporting income taxes to the government. Many taxpayers report on a calendar year, which runs from January 1 to December 31, while others report on a fiscal year, which can be any twelve-month period ending on the last day of any month except December 31.

~~(28)~~(33) 'Television Film,' which may also be known and referred to herein as a 'Movie of-the-Week,' 'MOW,' 'Made for Television Movie,' 'TV Movie', means a Feature Film intended for broadcast ~~video on demand, direct to DVD, licensing for exhibition by individual television stations, groups of stations, networks, cable television, premium cable, broadcast television, Streaming Services, Paid Subscription Based Platforms, or FAST Channels.~~ on network/cable television or streaming.

~~(34)~~ 'Uplift Certification Letter' means a letter from GDEcD electronically certifying that a ~~projeect-Project~~ has met the requirements to earn the "GEP Tax ~~Credit-Credit~~" including that the ~~projeect-Project~~ achieved multimarket commercial distribution in multiple markets within five years of the date that the first Base Certification Letter was issued, and that the ~~applicant-Applicant~~ has provided proof of the same. The Uplift Certification Letter shall include a unique credit certificate number, and shall be delivered to the Applicant electronically.

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~~(29)~~(35) ‘User-Generated Content’ means any form of content, including but not limited to text, images, audio, or video, created and shared on a Social Media Platform by customers, fans or users, rather than by a brand or company itself.

~~(30)~~(36) ‘Work for Hire’ means an arrangement whereby one Production Company contracts with another Production Company to engage in qualified production activities pursuant to a production services agreement. Merely financing or providing funding to a Production Company does not make the financing/funding company the “hiring” company for purposes of the Film Tax Credit. In the instance of co-productions, the ~~applicant~~ Applicant company must provide a written agreement to GDEcD, signed by both production companies, that identifies which party will be entitled to earn and claim the tax credit. In the instance of a work-for-hire, the hired company will not be eligible for the Film Tax Credit.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.03 Film Tax Credit Certification-General

(1) State Certified Production.

(a) Project Certification Requirement. Prior to claiming any Film Tax Credit, each new Feature Film, Pilot, Series, TV Movie, Music Video, Commercial Advertisement or Interactive Entertainment project must be certified by GDEcD as meeting the guidelines and the intent of the Act. Each Applicant must apply for a single Project, and GDEcD will only render a decision on a Completed Application if the Applicant can show the Project is Fully Funded. Certification shall not be used to secure funding. Certification applications for all ~~projects~~ Projects shall be submitted electronically to GDEcD. Projects eligible to receive the Base Tax Credits are Feature Films, Television Films, Series, Pilots, Commercial Advertisements, Music Videos, and Interactive Entertainment Projects, as defined and approved by GDEcD. Applicants will be required to provide budget information, funding sources, distribution agreements, production schedules, call sheets, personnel information, and any other documentation to supplement its Completed Application as requested by GDEcD. Only one Production Company may claim the tax credit, per ~~project~~ Project.

The maximum total tax credits allowed for Qualified Interactive Entertainment Production Companies is \$1.5 million per taxable year for a single company and the maximum total tax credits allowed among all

Qualified Interactive Entertainment Production Companies is \$12.5 million. The Commissioner of Revenue shall preapprove applications for Interactive Entertainment tax credits based on a first come, first serve basis. GDEcD certification of Interactive Entertainment projects does not guarantee that credits will be available.

(b) Projects Ineligible for Certification. Certain Projects do not qualify for the Film Tax Credit including, but not limited to, the following:

1. Live or prerecorded broadcast of athletic events;
2. Live or prerecorded news or current affairs programming covering news that has recently occurred or is ongoing at the time of the broadcast;
3. Local interview or talk shows or other local interest programming not intended for Multimarket Commercial Distribution;
4. Projects ~~and content~~ that were not created in whole or in part in Georgia, or ~~content Projects~~ that ~~is-are~~ primarily post-production in nature;
5. Website development;
6. Corporate marketing, industrial, or training productions;
7. Any productions in violation of Title 16 Chapter 12 of the state's Obscenity Statute;
8. Sole platform arcade video games;
9. Small scale games embedded and used exclusively in advertising, marketing and promotional websites or microsites;
10. Infomercials, Infotainment, or Solicitation-based productions;
11. Certain instructional or how-to content and programming, as determined by GDEcD;
12. Political or Editorial-based content programming;
13. Projects that do not meet the requisite base investment requirement;
14. Marketing or political campaigns;
15. Internet sites and digital media projects that do not meet all of the defined requirements of Interactive Entertainment;
16. Interpersonal communications services such as video conferencing, wireless telecommunications, text-based channels, chat rooms, or broadcast/streamed viewing enhancements;

17. Film or television Projects created for a limited audience or Placed Based Media, including, but not limited to museum presentations, convention presentations, digital billboard, or transit systems;
18. Film, interactive entertainment, or other programs intended primarily for industrial, corporate or institutional end-users, including for training purposes;
19. Any Project that does not adhere to industry standards;
20. Any Project where filming is merely incidental or ancillary to the primary purpose of the Project, such as live concerts or events, trade shows or conventions, or video podcasts;
21. Projects not intended for Multimarket Commercial Distribution via theaters, video on demand, direct to DVD, digital platforms designed for the distribution of interactive games, licensing for exhibition by individual television stations, groups of stations, networks, ~~advertiser-supported sites~~ Paid Subscription Based Platforms, FAST Channels, cable television stations, or public broadcasting stations; ~~and~~
- ~~22.~~ 23. The creation of phone, tablet or desktop apps that do not meet the defined requirements of Interactive Entertainment; and
- ~~22.~~ 23. User-Generated Content distributed exclusively via Social Media Platforms.

(c) Base Certification Letters. After a Completed Application is submitted and reviewed by GDEcD, GDEcD will electronically send Applicants a Base Certification Letter with a project certification number where Projects meet the certification requirements-. GDEcD shall use reasonable efforts to make a certification decision on a Completed Application, and, if appropriate, provide the Base Certification Letter to the Applicant within sixty (60) days of the receipt of the Completed Application. If an Applicant does not receive a Base Certification Letter from GDEcD within this sixty (60) day period, and, during that 60-day period, does not receive any electronic communication from GDEcD regarding any necessary supplementation of the Completed Application, the Applicant may deem its application -denied, and begin the appeals process outlined in Rule 159-1-1-.08.

Applicants that voluntarily withdraw Base Tax Credit applications prior to a decision by GDEcD may reapply for the same project in the future. Projects that are denied and fail to appeal within the thirty (30) day timeframe for filing appeals cannot reapply. In the instance of co-productions, the ~~applicant~~-Applicant company must provide a written agreement to GDEcD, signed by both production companies, that

identifies which production company will be entitled to earn and claim the film tax credit. In the instance of a work-for-hire, the work-for-hire company is not be eligible for the Film Tax Credit.

If a Feature Film, Pilot, Series, TV Movie, Music Video, or Commercial Advertisement is certified, but does not begin filming within thirty (30) days of the Principal Photography Start Date identified in the Completed Application and does not notify GDEcD of a change in schedule, a retraction of the Base Certification Letter may be issued. Any material changes to the information provided in the Completed Application must be made in writing to GDEcD within thirty (30) days from the date of the material change. Applicants that notify GDEcD in writing of a change in schedule may have their certification retracted, but are permitted to re-apply for certification of the same Project with an updated Completed Application.

(d) GDEcD may charge reasonable fees associated with the certification process, including fees for expediting Completed Application review, or for missed application deadlines. A schedule of fees shall be available on the GDEcD website and may be reviewed by GDEcD annually. All fees shall be transmitted to GDEcD by an online credit card payment, and are non-refundable.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.04 Base Tax Credit Certification Application Process

(1) For all Feature Film, Series, Pilots, TV Movie, Commercial Advertisement and Music Video Projects to be considered for approval, Production Companies must submit a Completed Application. For Projects with estimated Project budgets under \$100 Million, the Completed Application must be submitted not earlier than one hundred twenty (120) days prior to the Principal Photography Start Date and no later than seven (7) calendar days after the Principal Photography Start Date. For Projects with estimated Project budgets over \$100 Million, the Completed Application must be submitted not earlier than one hundred eighty (180) days prior to the Principal Photography Start Date and no later than seven (7) calendar days after the Principal Photography Start Date.

(2)

(a) A Completed Application must include:

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1. An online application form that has been entirely filled in without blanks or placeholders—such as “TBD”, and ~~identifies if~~specifies whether the application is for the Base Tax Credit, the GEP Uplift Tax Credit, or both;
2. Documentary evidence that the Project is Fully Funded;
3. A shooting script (except in the case of unscripted or reality projects), synopsis, or story boards, whichever is applicable;
4. Media buy (for Commercials Advertisements only); ~~and~~

~~5. Song lyrics (for Music Videos only); and-~~

~~5-6. Fees (if applicable).~~

- (b) For Commercial Advertisements only, GDEcD may hold applications open for a period of one (1) year from the date on which the application is submitted in order to allow the Production Company to secure the ~~media-Media buy-Buy~~. In this case, no certification decision will be rendered until the application is completed. After one year from the application submission date, the application will expire if a Media Buy has not been provided, and the Applicant will be ineligible to reapply for the Project.
- (3) For all Interactive Entertainment Projects, Qualified Interactive Entertainment Production Companies shall first submit an application to the ~~commissioner-Commissioner~~ of GDOR for preapproval of tax credits. Once GDOR approval is received, ~~but-and~~ no later than December 31 of the fund year for which GDOR approval was received, Qualified Interactive Entertainment Production Companies must submit a Completed Application to GDEcD.
 - (a) A Completed Application must include:
 1. An online application form that has been entirely filled in without blanks or placeholders—such as “TBD”, and ~~identifies if~~specifies whether the application is for the Base Tax Credit, the GEP Uplift Tax Credit, or both;

2. Form IT-QIEPC and the approved Form IT-QIEPC-AP for the current fund year;
3. Documentary evidence that the Project is Fully Funded;
4. A detailed synopsis of the Interactive Entertainment Project, including the architecture, navigation, and story plotlines, as well the proposed scope of work that will be undertaken on the Interactive Entertainment Project during the fund year for which approval was sought; ~~and~~

5. A final staff list, including contact information;
~~and-~~

~~5.6. Fees (if applicable).~~

- (b) Interactive Entertainment Projects must apply to GDEcD for certification within the fund year that they are approved by GDOR, regardless of whether the Qualified Interactive Entertainment Production Company had previously sought certification for the same Interactive Entertainment Project in prior fund years. The information included on the Completed Application shall pertain to the work completed or intended to be completed by the Qualified Interactive Entertainment Company on the Interactive Entertainment Project for the fund year in which a certification letter is sought.
- (4) Production Companies should strive to complete each Project within a single tax year. However, for a Project that is not completed within ~~the Production Company applicant's tax year (on either a fiscal year or calendar year basis, as identified in the Completed Application)~~ a single Tax Year, the Production Company must apply for ~~an new—annual project certification~~ Base Certification Letter in each successive tax year during which qualified production activities take place. For the avoidance of doubt, A ~~A~~ Production Company must apply for and obtain a Base Certification Letter for each Project for each ~~Tax y~~ Year in which qualified production activities took place for the Project ~~it claims tax credits~~. Each Project shall not span more than two ~~tax-Tax years~~ Years, unless GDEcD provides prior written approval. A Production Company seeking a Base Certification Letter for a second ~~tax-Tax year-Year~~ must provide proof that qualified production activity was ongoing in the

second Tax Year. GDEcD shall not issue additional certification letters for deferred or delinquent payments that carried over from the first ~~tax-Tax y~~Year. This two-~~tax-Tax year~~ Year limitation for each Project shall not apply to ~~projects for~~ animation or Interactive Entertainment Projects. This two-tax year limitation applies to all multi-year entertainment productions that qualify for the Film Tax Credits including, but not limited to, Feature Films, TV Movies, or Series.

- (5) Following receipt of a Completed Application, GDEcD may request additional supporting documentation as outlined in Rule 159-1-1-.03(1)(a) to verify Project details. Once GDEcD determines a Project is eligible for certification, GDEcD will electronically provide a Base Certification Letter.
- (6) Projects that are not completed within the timeframe provided on the Completed Application, or that are postponed for an extended period, and do not notify GDEcD of the material change in schedule within 30 days may have their Base Certification Letter retracted at GDEcD's sole discretion, subject to permitted fees. Applicants that notify GDEcD in writing of a change in schedule or other material change to the information provided in the Completed Application within 30 days of such change may have their certification retracted, but are permitted to re-apply for certification of the same Project with an updated Completed Application.
- (7) All Feature Film, Series, Pilots, TV Movies, Commercial Advertisements and Music Video Project Applicants that receive the Base Certification Letter are required to submit the following post-application supporting materials:
 - (a) Within ninety (90) days of the completion of Principal Photography, a Production Company must provide proof that the Project was recorded in whole or in part in Georgia. Such proof shall include the following:
 1. Final crew list, including contact information;
 2. Final vendor list, including contact information;
 3. Final locations list, including a physical address and location contact information;
 4. Signed call sheet from the first day of Principal Photography; and
 5. Final Shooting Schedule.
 - (b) Within ninety (90) days following the last qualified Georgia expenditure, the Production Company shall provide a completed Georgia Expenditures Report.

- (c) For Film, Series, TV Movies, and Pilot Projects, at least 5 days prior to the Project's release, the Production Company shall provide to GDEcD at least five (5) production still photos, three (3) promotional posters for the Project, and agreed upon alternative marketing materials, if applicable, all with adequate licensing rights to permit GDEcD to use the provided production stills, posters, and/or alternative marketing materials for promotion of the film industry in Georgia.
- (8) A Production Company's, or Interactive Entertainment Production Company's, failure to provide any of the above listed post-application supporting materials may result in the retraction of the Base Certification Letter for the Project, subject to payment of any applicable late fees required to maintain certification.
- (9) Any misrepresentation or material change of Project information without written notification to GDEcD or GDOR or the submission of project documentation that does not adhere to industry standards may result in denial or revocation of certification.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.05 Georgia Entertainment Promotion Tax Credit Application Process

- (1) The GEP Tax Credit is available only for Projects specified in Rule 159-1-1-.07 below, where such Projects also comply with the requirements of this Rule 159-1-1-.05, have been approved and certified by GDEcD for the Base Tax Credit, and achieve ~~multimarket-Multimarket commercial-Commercial distribution~~ Distribution within five (5) years from the date that the initial Base Certification Letter was issued.
- (2) GEP Tax Credit certification applications must be submitted to GDEcD as part of a Completed Application if the Applicant intends to pursue the GEP Tax Credit. In order to be eligible for the GEP Tax Credit, projects must include the GEP Logo and a link to <http://www.georgia.org/film> on the Project's promotional website as outlined in O.C.G.A. §48-7-40.26, starting from any point of initial public screening, distribution, or release. Production Companies must submit proof of compliance with statutory requirements to GDEcD. In lieu of GEP Logo placement and a link to the website, Production

Companies may offer Alternative Marketing Opportunities of equal or greater marketing value to the State, subject to GDEcD approval of the selected Alternative Marketing Opportunities. Production Companies must elect whether to include the GEP Logo or pursue the Alternative Marketing Opportunity at the time the Production Company submits a Completed Application for the Project. The GEP Logo and link to the website may not be used in a Project without GDEcD's prior written approval. Projects that are not eligible or approved for the GEP Tax Credit may still be eligible for the Base Tax Credit.

- (3) If a Production Company or Qualified Interactive Entertainment Production Company elects to use the GEP Logo placement to satisfy the requirements for the GEP Tax Credit, then the Production Company or Qualified Interactive Entertainment Production Company shall submit to GDEcD digital evidence to verify the appropriate placement of the GEP Logo in the Project not earlier than following the receipt of the Base Certification Letter, and no later than five (5) days before the Project is distributed. If the ~~publically~~publicly released version of the Project contains a different and incorrect placement of the GEP Logo other than that which was provided to GDEcD for verification, GDEcD may ~~retract or~~ deny certification of the GEP Tax Credit.
- (4) Once the Project has been distributed, the Production Company shall submit the GEP Distribution Form verifying that distribution occurred within five (5) years from the date that the initial Base Certification Letter was issued.
- (5) Following GDEcD's verification that the GEP Logo placement is correct or that the Alternative Marketing Opportunities have been fulfilled, and verification that the Project has been distributed, GDEcD will issue the Uplift Certification Letter. If a Production Company seeking the GEP Tax Credit fails to fulfill all of the obligations of the GEP Logo and link, or the ~~selected~~ Alternative ~~marketing~~ Marketing agreement ~~Opportunities~~, or, if the Production Company fails to provide the GEP Distribution form verifying distribution to GDEcD within five (5) years from the date that the initial Base Certification Letter was issued, the ~~project~~ Project shall not be eligible for the GEP Tax Credit. In the case of projects that have Base Certification Letters issued for multiple tax years, the five (5) year period in which the Project must be distributed shall begin from the date of the initial Base Certification Letter for the ~~project~~ Project.

- (6) For Feature Film, Series, Pilot, TV Movie, Music Video or Interactive Entertainment Projects that opt to include the GEP Logo and a link to <http://www.georgia.org/film> on the promotional website as outlined in O.C.G.A. §48-7-40.26, GDEcD will make available various versions of the GEP Logo and the link to each qualified GEP Tax Credit applicant at no charge. GDEcD will only provide the GEP Logo to applicants that GDEcD has certified as being eligible to receive the GEP Tax Credit. Production Companies or Qualified Interactive Entertainment Production Companies may not use the GEP Logo in a Project without prior written GDEcD approval, which shall be provided electronically and in writing. Furthermore, it is required that each qualified GEP Tax Credit applicant utilizing the logo to fulfill the GEP Tax Credit requirements submit proof of the required placement of the GEP Logo in the completed Feature Film, Series, Pilot, TV Movie, Music Video, or Interactive Entertainment Production to GDEcD at least five (5) days prior to the Project's distribution. In the instance of any project distributed via a Streaming Service, the GEP logo shall automatically appear in the end credits in accordance with the requirements outlined in O.C.G.A. §48-7-40.26 and these rules, and shall not require the viewer to take any action, such as selecting "watch end credits" or some other similar selection, to view the GEP logo as a result of the Streaming platform automatically proceeding to the next episode, preview, or production. In the event that the GEP logo is only viewable if the viewer has to take action to stop the automatic proceeding to the next episode, preview or production, such logo placement shall not serve to meet the eligibility requirements for the GEP Tax Credit.
- (7) If the inclusion of the GEP Logo or link to <http://www.georgia.org/film> is prohibited by the Children's Television Act, or any other local, state or federal government law or policy, or if the Production Company or Qualified Interactive Entertainment Production Company cannot, for any reason, fulfill the placement requirements, GDEcD, under the Alternative Marketing Opportunities, will offer acceptable alternatives to allow the GEP Tax Credit to the applicant and the greatest level of promotion for the State of Georgia. The GEP Logo or agreed upon ~~alternative—Alternative marketing~~ Marketing Opportunities must be utilized for the Life of the Project, beginning with the first public screening or initial distribution.

- (8) If the GEP Logo or agreed upon ~~alternative~~Alternative marketing~~promotion Opportunities~~ ~~has~~have not been fulfilled prior to the Project's distribution, which in no event shall be later than five (5) years from the date that the first Base Certification Letter was issued, the Project will not be eligible for the GEP Tax Credit. Both logo requirements and Alternative Marketing Opportunities must be for the Life of the Project, beginning with the first public screening or initial distribution. However, GDEcD's ability to retract certification is limited by the applicable statute of limitations for assessing income tax for any claiming or carryover year, or in the instance of audited productions, by the prohibition on recapturing credits from transferees or purchasers.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.06 Qualified Productions & Production Activities

- (1) The Base Tax Credit is available to all qualified and GDEcD-certified Projects.
- (2) Production Companies that act as a conduit to enable other production companies' projects to qualify for the Film Tax Credit that would not otherwise be eligible on their own will not be certified for Film Tax Credits. ~~Work-for-hire~~ service companies, including postproduction houses, catering companies, equipment rental houses, and motion picture laboratories are not eligible to receive the Film Tax Credit, but the Production Companies employing them may include these expenditures as part of their ~~project~~Project expenses.
- (3) Qualified Interactive Entertainment Production Companies designing platforms for outside game developers are not eligible for the Film Tax Credit; however, the studio that buys these platforms from a Georgia vendor may claim them as an expense toward the production of an Interactive Entertainment ~~project~~Project.
- (4) Expenditures incurred in Georgia for postproduction are qualified only on the portion of the ~~project~~Project that was shot, recorded, or originally created in ~~the state~~Georgia. Postproduction of footage shot outside ~~the state~~Georgia is not a qualified production expenditure under O.C.G.A. § 48-7-40.26.
- (5) Expenditures for the Development phase of projects do not qualify for the Film Tax Credit. Projects must have entered

‘Preproduction’ in order for expenditures to qualify for the Film Tax Credit.

- (6) Qualified Commercial Advertisements are eligible for the Base Tax Credit; however, such Commercial Advertisements are not eligible for the GEP Tax Credit.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.07 Qualified Productions for GEP Tax Credit

- (1) ‘Qualified Movie Production’ means a Feature Film for which GDEcD granted ~~GEP-Film~~ Tax Credit certification. Feature Films must include a shooting script or synopsis, as applicable, for review along with their Base Tax Credit certification application and GEP Tax Credit application. After completion of the ~~project-Project~~ but no later than five (5) days prior to distribution, a digital copy of the ~~project-Project~~ containing the five (5) second long GEP Logo before the below the line crew crawl and the address of the promotional website must be sent to GDEcD for review. For the avoidance of doubt, “before the below the line crew crawl” means positioned between the above the line crew crawl and the below the line crew crawl. A GEP Distribution Form showing proof of fulfillment for the GEP Logo or agreed upon ~~alternative—Alternative marketing Marketing promotion—Opportunities~~ must be provided to GDEcD no later than five (5) years from the date that the first Base Certification Letter was issued, or the ~~project-Project~~ will not be eligible for the GEP Tax Credit and will not receive the Uplift Certification Letter.
 - (a) For Feature Films, Production Companies must include an acknowledgement in the end credit roll of the Project recognizing the State of Georgia.
- (2) ‘Qualified TV Production’ means Pilot, Series (in whole or in part), and Television Films, for which GDEcD granted ~~GEP~~ Film Tax Credit certification. Television productions must include a shooting script or synopsis, as applicable, for review with their Base Tax Credit certification application and GEP Tax Credit application. After completion of the ~~project-Project~~ but no later than five (5) days prior to distribution, a digital copy of the ~~project-Project~~ containing the required GEP Logo with the address of the promotional website must be sent to GDEcD

for review. To qualify for the GEP Tax Credit, the ~~production Project~~ must include a five (5) second long Georgia promotional logo in the body of the program(s); to be placed in the opening title sequence; as a bumper into or out of a commercial break; or in a prominent position in each single episode's end credits with no less than a half screen exposure and not over content. A GEP Distribution Form showing proof of fulfillment for the GEP Logo or agreed upon ~~alternative-Alternative marketing Marketing promotion-Opportunities~~ must be provided to GDECD no later than five (5) years from the date that the first Base Certification Letter was issued, or the ~~project-Project~~ will not be eligible for the GEP Tax Credit and will not receive the Uplift Certification Letter.

- (a) For Television Movies, Production Companies must include an acknowledgement in the end credit roll of the Project recognizing the State of Georgia.
- (3) 'Qualified Music Video' means a Music Video for which GDECD granted ~~GEP-Film~~ Tax Credit certification. To qualify for the GEP Tax Credit, a minimum of a five (5) second long Georgia logo exposure must occur at the end of the finished Project, and be included in all online promotions. After completion of the ~~project-Project~~ but no later than five (5) days prior to distribution, a digital copy of the ~~project-Project~~ containing the required GEP Logo and link must be sent to GDECD for review. Music video producers must provide a song lyric sheet and general outline of the storyboard of the music video along with their Base Tax Credit certification application and GEP Tax Credit application. —A GEP Distribution Form showing that Multimarket Commercial Distribution outside the state of Georgia was accomplished and proof of fulfillment for the GEP Logo in the finished Project, as well as in online promotions, or agreed upon ~~alternative Alternative marketing Marketing promotion-Opportunities~~ must be provided to GDECD no later than five (5) years from the date that the first Base Certification Letter was issued, or the ~~project-Project~~ will not be eligible for the GEP Tax Credit and will not receive the Uplift Certification Letter.
- (4) 'Qualified Interactive Entertainment Project' means an Interactive Entertainment ~~project-Project~~ for which GDECD has granted ~~GEP-Film~~ Tax Credit certification, but does not include Prereleased Games. To qualify for the GEP Tax Credit, Interactive Entertainment Projects must include a total of fifteen (15) seconds of GEP logo exposure in units sold, and up to a three (3) second GEP Logo adjacency in all online promotions.

Interactive Entertainment Projects may meet the fifteen (15) second requirement by aggregating up to three (3) separate and distinct displays of the GEP Logo throughout the Interactive Entertainment Project totaling fifteen (15) seconds. Prereleased Games do not qualify for the GEP Tax Credit. Placement of the GEP Logo within an Interactive Entertainment Project must be discussed in advance with GDEcD. Interactive Entertainment Projects must provide a synopsis of the Interactive Entertainment ~~project~~Project including architecture, navigation and story plotlines before the ~~project~~Project can be certified. A GEP Distribution Form showing that Multimarket Commercial Distribution outside the state of Georgia was accomplished and proof of fulfillment for the GEP Logo or agreed upon ~~alternative~~ Alternative marketing Marketing promotion Opportunities must be provided to GDEcD at least five (5) days prior to distribution, but no later than December 31 of the fund year for which certification was sought, or the Project will not be eligible for the GEP Tax Credit.

- (5) GDEcD will have sole authority for the certification of any ~~project~~Project; the denial of certification for any ~~project~~Project; the denial of certification of the GEP Tax Credit; the agreed upon type, style, length and placement of the GEP Logo, and the settlement of all disputes regarding the GEP Tax Credit.
- (6) GDEcD will make every effort to negotiate in good faith with applicants as it relates to the GEP Logo placement or ~~alternative~~ Alternative marketing Marketing opportunities Opportunities at all times in order to provide the greatest level of promotion, economic impact, and jobs creation for the state of Georgia.

Authority: O.C.G.A. §48-7-40.26.

159-1-1-.08 Appeals Process

- (1) If the authorized applicant's Completed Application ~~for Base Tax Credit~~ is denied by GDEcD, ~~the Base Certification Letter~~ certification letter is retracted by GDEcD, or if GDEcD fails to provide the applicant with a certification decision within the sixty (60) day period following submission of a Completed Application, the applicant shall have the right to appeal the denial, retraction, or failure of certification ~~of the Base Tax Credit~~. Incomplete Base Film Tax Credit applications or Base Film Tax Credit applications that have been voluntarily withdrawn by the applicant prior to a decision from GDEcD are not eligible to appeal. An Applicant may appeal by sending a

letter along with supporting documentation outlining applicant's argument as to why the denial, retraction, or failure to certify was improper, to the General Counsel, Georgia Department of Economic Development, 75 Fifth Street, NW, Suite 1200, Atlanta, Georgia 30308, within thirty (30) days from the date of issuance of the ~~Base-Film~~ Tax Credit certification denial or retraction letter by GDEcD, or within ninety (90) days from the submission of a ~~Base-Tax-Credit~~Completed Application from which no certification decision was issued. Failure to request an appeal within thirty (30) days or ninety (90) days, as applicable, will finalize the denial decision on the ~~Base~~ Film Tax Credit, and ~~applicant~~ Applicant may not reapply for the same ~~project~~Project.

- (2) Upon receipt of a timely letter of appeal, the General Counsel will address the merits of the ~~Base-Film~~ Tax Credit appeal and the nature of the dispute with the Commissioner of GDEcD, who will make the final decision. GDEcD shall issue a final opinion and order on the appeal within sixty (60) days of receipt of a timely appeal.
- (3) Any further appeals of the ~~Base-Film~~ Tax Credit certification decision must be made before the Office of State Administrative Hearings. In the event an applicant pursues further appeal of the Base Tax Credit decision to the Office of State Administrative Hearings or other applicable court of competent jurisdiction, and GDEcD prevails on such an appeal, then applicant ~~may~~will be responsible for the payment of any fees and costs charged by the Office of State Administrative Hearings or other applicable court of competent jurisdiction in connection with the appeal.

Authority: O.C.G.A. §48-7-40.26.

159-1-1.09 Effective Date This regulation as amended shall become effective on January 1, ~~2024~~2026, and shall apply to projects certified on or after such date.

Authority: O.C.G.A. §48-7-40.26.