

**From:** Springer, Darren [Darren.Springer@vermont.gov]  
**Sent:** Wednesday, December 07, 2016 4:26 PM  
**To:** GPS; Allen, Susan  
**Subject:** FW: Potential WCEDP funds for production project  
**Attachments:** VT December proposal-2.docx

Gov – FYI – let me know what you’d like to do here

**Darren M. Springer**  
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Please note: My email address has changed to [Darren.Springer@vermont.gov](mailto:Darren.Springer@vermont.gov).

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**From:** Leriche, Lucy  
**Sent:** Wednesday, December 07, 2016 3:15 PM  
**To:** Springer, Darren <Darren.Springer@vermont.gov>  
**Subject:** Potential WCEDP funds for production project

Hi Darren,

This is to follow up on our phone conversation just now about the above. The Mayors would like \$2 million over the next 2 years for production of the series, and \$75,000 for the Film Institute. Margot's latest proposal is attached for reference.

We have ear marked \$500,000 in WCEDP funds for this purpose, but want to check in with the Governor on his feelings about the VY money being used for this. The problem I see is that we have been messaging all along that these funds are for permanent full time jobs in the region. We cannot say this proposal meets that criteria.

Margo and Archer spoke with the Gov about this some time ago, and I do not know what the Gov represented to them, or how he would like us to proceed.

If he wants some ownership of this, we could move quickly to get the \$500,000 or some other lesser amount committed before January 5th. We do not think we have funds beyond the 500K at this time.

OR, he may prefer that we just hand it off to the Governor-elect. I will be meeting with Kendal on Friday, and this is one of the things on her Agenda. Looking for guidance on how the Governor would like us to proceed. Thanks Darren!

Lucy

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**December 1, 2016**

**The Joe Gunther Series and Action! Film Institute**

It has long been a movie industry tradition for producers to offer to shoot a production in-state, *if* that state can provide some sort of financial assistance—be it in the form of grants, incentives, discounts, or whatever. When and if such a deal is struck, the movie makers come in, make their film, and leave. At that point, it is left to the separate parties to find out if the original deal had merit.

Past Present Productions and MarchMedia LLC have joined forces to present the State of Vermont with a dynamic, collaborative, and long lasting alternative: a proposal that promises not only to use Vermont as a film stage for a projected TV series based upon Archer Mayor's Vermont-based Joe Gunther books, but to create a separate and permanent entity for the teaching of film crafts.

The actual look of this institute, or trade school—currently a Vermont-registered non-profit named **Action!**—is being discussed with President Pat Moulton of Vermont Technical College as a possible extension of that organization, and is designed to train professionals in the many and varied occupations that are called upon to make movies possible.

As in California now—and Georgia, Texas, and North Carolina, to name others—Vermont would thus become not just the setting for yet another “shoot,” but a location to serve future film makers as both a picturesque backdrop and a source for well trained technicians skilled in making their art form a reality.

One has only to attend a movie in a theater and watch the near-endless scroll of credits at the end to grasp the enormous number of people being discussed here.

This is an ambitious, original, and far-reaching plan, designed by people either born in or residing in Vermont, and dedicated to making the state more than just a pretty place to drive through. Indeed, it is hoped that with all parties participating—including state government—we will all be

able to bring the kind of attention to Vermont that Sundance Film Festival and Institute has generated for Utah.

But we need to prime the pump first.

In that interest, Vermont native-born Brad Coolidge, of Past Present Productions, has been in California meeting with representatives from Netflix, Amazon, HBO, FX, TNT, the major networks, and others, to discuss the financing and production of the Joe Gunther series project. Simultaneously, Archer Mayor and Margot Zalkind Mayor of MarchMedia have met with Pat Moulton, President of Vermont Technical College and former Secretary of Commerce, the Vermont Agency of Commerce & Community Development, the Vermont Economic Progress Council, the Brattleboro Development Credit Corp, and the Windham County Economic Development Program to discuss both the film series, but—much more extensively—the creation, housing, and funding of the nuts-and-bolts **Action!** trade school model.

In the following pages, we have tried to detail this interlinked vision of school and film series into its physical and financial component parts. Since the series is an open-ended ambition, and therefore hard to quantify, we have restricted our numbers to the series pilot only, and are basing our estimates on that pilot and two subsequent episodes. Ideally, this series will be supported and be in production for several years. With twenty-eight books as a basis, the material is rich.

It will serve to keep in mind, however, that since we are locally connected and pragmatic by nature, any Hollywood-style excesses will be absent. What we envision is under \$2 million for this pilot, with an estimated start date for shooting of about nine months from now. The monies being discussed by Coolidge with the above mentioned California production outfits—roughly \$5 million for three episodes, total—should be either in hand or committed by then. Additional financing for the entire series, of course, will heavily rely on our being able to establish a proven collaboration between us and Vermont.

In the interest of full disclosure, we realize that our timing for this proposal is slightly premature. Under normal circumstances, our discussions with the West Coast companies referenced above would be farther along, and we'd possibly even be at the stage where we had all \$5 million in escrow or in the form of letters of intent. But Vermont's election results, the availability of Windham County-based funds, and the urging of the present state leadership have all combined to urge us to proceed.

One final note: The decision of where to film the Joe Gunther series largely rests on Vermont's willingness to help. Where Vermont once had incentives, tax advantages, and even a film commission designed to make filming in this state friendlier, all that is gone. States as close as Maine, New York, and Massachusetts all have financial programs and support systems in place to help film companies to do their job.

The major corporations Brad Coolidge has met with know this reality. Having said that, they are as impressed by Vermont's charm and appeal as are its millions of yearly visitors. A reasonable show of local support, therefore, will go a long way toward winning these major backers over.

We are asking for a partnership from Vermonters to Vermonters, in order to benefit local businesses, create an infusion of much needed cash, provide training for new jobs, and the employment of more Vermonters.

But the structure of our proposal involves both the shooting of the Gunther series *and* the creation and support of the **Action!** Institute. Without the first being supported by the state in some way, it may not be filmed here, turning the second part of our proposal—the school—into somewhat of an orphan.

#### **The bottom line, in short:**

Total budget for the pilot alone: \$1,948,207

Total request to kick off the **Action!** Institute: \$75,000

Total budget for two subsequent episodes: \$3,500,000

Needed from Vermont: \$2,000,000 over two years

## **The Joe Gunther Television Series**

The Joe Gunther project will be filmed all over Vermont and will bring an influx of crew and talent to the state. Many additional local jobs will be created. See below\*.

In-state spending:

Millions of dollars for lumber, paint, gasoline, props, fabric, furniture, clothing.

And, we will create on-the-job training for Vermonters.

Timeline:

Pre-production/start Fall 2017 and shoot for 3-4 months, then edit and have material ready for Season 1.

Financial impact on businesses in all locations will be strong, with demand for supplies, locations, housing, etc.

The seed money from the state of Vermont will encourage others to surpass this amount with their investments. Amazon, Netflix and others have expressed interest in the project and we are cultivating relationships with them, among others. By their being spurred on by the investment, we fully expect abundant funding.

Budget for pilot:

Showrunner: 75K  
Producers: 105K  
Additional Producers: 70K

Lead Actors: 515K  
Director: 50K

Locations: 246, 291-  
Transportation: 160,000-  
Set Construction: 109,437-  
Extra Talent: 150,000-

Set operations: 110,000-  
 Camera Department: 102,379-

Music: 86,500-  
 Film Editing: 51,590-  
 Film and Laboratory; 47K  
 post production sound: 40,010-  
 Visual Effects: 25K  
 main and end Titles: 5k

TOTAL BUDGET (for pilot) 1,948,207

**\* Local job data:**

The Head for each Department would likely come in from NY or LA (around 30+ non-locals who need housing, cars, food, etc. for 3-4 months). That count does not include Actors/Cast.

Everyone else on the crew could potentially be local.

That means jobs available for:

electricians, camera department, make-up, costumes, transportation, painters, seamstresses, security, travel coordinators, social media, art department, sound, EFX/stunts, editors, locations specialists, props and set workers, payroll, and acting extras, etc.

200+/- Jobs for Vermonters:

Crew: Electricians/Carpenters/caterers/painters

Gaffers/Camera Dept: 40+

Make-up Dept: 15+

Costumes/props: 15+

Transportation: 10+

Security, Assistants, script supervisors.

Travel Coordinators, Social Media: 30+

Art Department: 40+  
Sound: 40+  
FX/Stunts: 10+  
Editors: 10+  
Location scouts: 5+  
Second Unit/Production Managers: 15+  
Extras 20 – 100

We plan to shoot at least three episodes to start, which will cost approximately 5.5 million.

**Our request of Vermont:**

75,000 to launch the Action! Institute (trade school).  
1,000,000 in year one, 1,000,000 in year two for filming.  
We will raise the remaining 3,500,000 for the next 2 episodes of the film series through outside support, grants for the non-profit school, and other sources.



### **Action! The Vermont Film Trade School:**

Possibly the first and only trade school solely for the film industry, this is a school for the teaching of hands-on, on-the-set work. Working (ideally) with Vermont Technical College, we hope to share faculty, classrooms, equipment and curriculum with the college. Financial arrangements with this partnership will be determined.

#### **Goal:**

Create jobs for Vermonters for working in the state and elsewhere.

### **A non-profit organization:**

Formed as a Vermont non-profit, we have created this entity to enable us to receive grants (state and federal), donations, gifts of equipment and financial support.

### **Workshops**

will be conducted for jobs such as:

Grips, script continuity, electrician, carpenter/set-builders, plumber, painters, hair and make-up, wardrobe/costumer, transportation, location scout, props/art direction.

In addition to teaching the skills, we will educate on union requirements, equipment, and job possibilities.

### **Expand awareness of the industry and job potential:**

Initially we will offer “career awareness days,” to educate potential students on all possibilities in the field.

Students can be college age, career changers, former military, seniors.

We will then present workshops, continuing education classes and weekend retreats. As we grow, we will morph into semester-long classes.

To be frugal at the start, we will rent equipment as needed initially, and eventually purchase equipment which will be also used by the production facility.

In addition, the equipment cost can be offset by bringing productions to the facility, and renting the equipment to them.

### **Women: jobs and leadership**

Tribeca Film Festival has expressed their intention to partner with us, and our wish and theirs is to expand the strength and presence of women in the industry.

We will offer courses for women on leadership in the field.

### **Timeline**

We will offer Career Awareness courses Summer 2017.

Having started creating awareness, initial workshops on specific jobs can start Fall 2017.

### **Financing:**

Seed money needed to develop the trade school.....75,000.

To cover:

Office space rental

Equipment

Salaries/staff and instructors

Insurance

Overhead

Publicity/ Website design and hosting/Newsletters/Social media

### **Offset/income:**

The non profit organization will solicit grants, donations and partnerships.

Donations/grants

tuition for workshops