



2024 SNAPSHOT OF FILM INDUSTRY'S ECONOMIC IMPACT IN NORCROSS

Economic Impact Examples* for Downtown Businesses and Residents

- \$20,500 for restaurant/day
- \$250-\$5,000/ private parking lot for entire film shoot
- \$2,000-\$5,000/ day for filming inside home
- Money spent in the community by a production company to film 1 day in Norcross (Crew, Police, Security, Locations, Catering, etc.) \$80,000-\$120,000/ Day* ◊
- Money spend in the community by a production company to have prep/strike day in Norcross: \$40,000-\$60,000* ◊
- Free Advertising: Priceless - Ex. Grosse Pointe Garden Society (NBC) showing 45 South Cafe sign

Revenue for the City



PARK RENTALS

\$2,400



PERMIT FEES

\$33,280



TOTAL

\$35,680

Ancillary Benefits

- Police Department Retention: \$129,296 Direct Pay to Norcross Police Officers
- Norcross Downtown Businesses Frequentated
 - Food
 - Coffee Shop Tabs
 - Items for set

Future

- Advertising for Businesses
- Tourism

Norcross, Gwinnett and Georgia Film Facts

Norcross Permits Issued:
28

Number of Unique Projects:
10
(5 TV series, 3 Motion Pictures, 1 Student Film, 1 online series)

Gwinnett County Total number of film permits:
320 ◊

*Varies from production type and budget ◊Source: Explore Gwinnett



Learn more at norcrossga.net