



## EUE/Screen Gems Studios Atlanta Fact Sheet

Updated July 19, 2015

- In April 2010, EUE/Screen Gems, Ltd. and the Cooney Family began the formal process of leasing the Lakewood Property (known as Lakewood Fairgrounds) from the City of Atlanta for a long-term contract. On May 17, 2010, Atlanta City Council voted and approved a 50-year lease. The lease was signed in July 2010.
- **Today, the 10-stage, 33-acre Atlanta studio complex offers 250,000 sq ft of production space and 40,000 sq ft of office space.**
- The studio complex is located at the former Lakewood Fairgrounds site four miles from downtown Atlanta. **Lakewood has more than three decades of history as a film location.** Films shot prior to use by EUE/Screen Gems include "Smokey and the Bandit" in 1977; "School Daze" in 1988; and "Zombieland" in 2009.
- **The Cooney Family** has invested millions of dollars in the property, renovating the Mission Revival architecture and building new stages for use as a complex for television and film production. **Kris Bagwell** has been the executive vice president for the studios since its launch.
- In March 2015, the **Georgia Studio & Infrastructure Alliance** announced that five studios had formed a studio and infrastructure organization with a focus on legislative advocacy and the education of crew and industry talent. Bagwell helped found the group and serves as its chairman.
- **The studio complex has become a sought-after television and film venue.**
  - **BET Networks**, shot "Reed Between the Lines," "The Game," "Let's Stay Together," and others, here. The company also located executive offices on the lot.
  - In April 2011, **the new 37,500 sq ft Stage 7/8** opened with the same expansive, 37,500-sq-ft clear-span footprint of Stage 10 in Wilmington, NC.
  - On Sept. 21, 2011, EUE/Screen Gems Studios Atlanta announced they were building a **second new sound stage, Stage 10**. The 30,000 sq ft stage was completed in March 2012.
  - Approximately **25 television productions and feature films** have used the Atlanta production facilities since the opening in the summer of 2010.  
<http://studios.euescreengems.com/atlanta/clients/>
- **Clients choose EUE/Screen Gems Studios Atlanta because:**
  - It's a well-equipped, turnkey facility for large-scale film and television projects and was the first for-hire studio complex opened in Georgia.
  - Atlanta offers a distinctive urban setting with an ethnically and culturally diverse talent base. Five-star hotels are only minutes away in downtown.

- The Hartsfield-Jackson Atlanta International Airport, about six miles away, is the busiest airport in the world. It offers hourly non-stop flights daily to and from New York City and Los Angeles.
- **About the Georgia Film and Television Industry:**
  - The Georgia film industry is thriving, in large part because Georgia offers a state film credit up to **30 percent**, along with sales and use tax exemption <http://bit.ly/GaFilmIncentives> (EUE/Screen Gems and entertainment-related businesses do not receive this credit; it goes to the production companies that locate productions here.)
  - The Georgia film and television industry has provided **24,000 direct jobs** to Georgians—not only in highly skilled, technical positions, but also as caterers, production assistants, painters, hair dressers, accountants, carpenters, drivers, extras, etc.
  - Georgia Gov. Nathan Deal announced on July 9, 2015 that Georgia-lensed productions generated **an economic impact of \$6 billion** in the state during FY15. The 248 film and television productions shot in Georgia represent \$1.7 billion in spending in the state. <http://bit.ly/GAfilmimpact15>
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**Corporate facts: EUE/Screen Gems** supplies production space, production services, studios, technological infrastructure and support for television, film and commercial producers worldwide. Headquartered in New York City and owned by the Cooney family, the company also produces original content across traditional and digital platforms. EUE/Screen Gems Studios offers television and film production complexes in Wilmington, NC and Atlanta with a complex opening in Miami in the fall of 2015.

- The original New York studios were referenced in an episode of “Mad Men” because of the cache and the production volume EUE/Screen Gems had as a “go to” production company for award-winning television commercials in the late 1960s. Founder George Cooney built the business by bringing together motion picture directors with big-idea advertising agencies in New York City, and later in Burbank, California under the EUE/Screen Gems umbrella. At that time, the company was part of Columbia pictures; Cooney later purchased the company in 1983. His New York studios were longtime homes for the advertising driven soap operas of the day, such as “Edge of Night,” “Search for Tomorrow,” and “Guiding Light.” More recently, New York clients have included “The Rachael Ray Show,” Comedy Central, Nickelodeon, Food Network and others.
- In 1996, The Cooney family purchased the present-day studios in Wilmington, NC and rescued them from bankruptcy. The **Wilmington, NC** complex has courted **the film and television industry** for more than 25 years, dating back to the production of “Firestarter” in 1985. Today, the Wilmington facilities offer 50 acres, ten stages and 150,000 sf of clear-span shooting space. Stage 10 is one of the largest clear-span stages in the world with special effects water tanks. The campus has hosted “Iron Man 3” and has been home to more than 400 productions.

More information and media contact: Visit [www.euescreengemsstudios.com](http://www.euescreengemsstudios.com) or contact Susan Dosier at 704.993.7871 [susan@dkcommunicationsgroup.com](mailto:susan@dkcommunicationsgroup.com)