

# WORLD FILM FEDERATION

## Business Plan



PRIVATE AND CONFIDENTIAL

# WORLD FILM FEDERATION

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# WORLD FILM FEDERATION

## EXECUTIVE SUMMARY

### CONCEPT-PRODUCTION-DISTRIBUTION, STRATEGICALLY LINKING KEY STAKEHOLDERS IN THE GLOBAL FILM AND MULTIMEDIA INDUSTRY.

#### Overview:

WORLD FILM FEDERATION is about the business of investing in people and their careers, enabling equal access for all. WORLD FILM FEDERATION certifies established, up and coming industry professionals and ancillary businesses, empowering individuals who have a desire for industry specific internships and educational demands within the multimedia industry as well as gaining experience in all aspects of the film production process.

WORLD FILM FEDERATION Platform is a recruitment / job tool that embraces the latest proven design technology and user function ability in a market that, up to now is untouched. It's specifically target marketed at the "below-the-line" crew in the independent film and multimedia industry. Currently there is no such service provided in this industry.

The Platform is designed to "solve the problem" in the industry which is currently not addressed by Notice Boards. This product is inter-active and acts as a partner for its potential **2.4 million** active industry members and over **49,000 ancillary businesses**, making the Federation Platform a major player in the Independent and Major film market.

# WORLD FILM FEDERATION

## EXECUTIVE SUMMARY CONTINUED

### **Initial Marketing:**

Phase one is focused on the lucrative independent, non-union film market with an online presence, attracting the listed 2.4million working members in the industry along with the graduates from private and college film schools, in addition with incorporating the multiple thousands of ancillary associated companies that supply the film market with goods and services. This is supported by the fact that the independent film market produced 2,283 films in 2018 in comparison to only 871 films produced by the major studios in the same year.

### **Benefits:**

The Federation Platform is designed to eliminate costly downtime of crew members by being efficient and time saving, as it notifies members directly of job opportunities and enables them to bid directly on jobs they want and reject jobs they do not want.

Additionally the Federation Platform provides members with direct assistance to become job ready as well as verifying training, trade certification and other multi-purpose services currently not offered by Notice Board types in the film production business.

The Federation Platform offers *production companies* the ability to hire certified, industry rated performance, background checked professionals in their creative fields at a substantially lower cost, thus saving money on sky rocketing production budgets.

The Federation Platform offers *ancillary businesses* outside the realm of the film and media industry opportunities to bid on film production projects that are not addressed in any market at this time.

Revenue streams include; multiple membership levels, producers, related and ancillary businesses, and field trips for media students at all levels, skilled specialist training, a lucrative International Independent Film & Music Festival and other disciplines that will compliment the growth of the business.



# WORLD FILM FEDERATION

## **Management:**

The founding partners both have extensive experience, over 100years combined in the Film and Entertainment industry with solid connections nationally and internationally.

## **Platform Development:**

The initial platform of phase one has been launched with statistics showing that the platform is currently active in 80 + countries with 8000 + page views in the first 30 to 45 days of launch, even though the launch was postponed due to SXSW 2020 being cancelled. Word of Mouth has been the catalyst of launch and has been gaining expedient momentum. Total Page views per month average 200,000.

## **Providing Studio/Storage Space**

Currently there are 36+/- production companies and four studios that service the DFW area, according to the Texas Film Commission. Dallas is attracting an influx of film and media projects therefore creating a challenge for productions to locate studio space. It can take up to 12 months in some locations to gain access to any of the existing studios.

World Film Federation (WFF) will be able to secure the lease for the property providing the most space at an incredibly competitive price. WFF will provide facilities in flexible packages based on the square footage required by production companies.

Additionally, production companies would have access to WFF storage facilities since timing of projects can be precarious and frequently require pre- and post-shooting storage for project assets.

WFF has the capacity to broker production services or assets required by production companies during the shoot schedule and in addition provide the facility as a Freeport storage facility for projects in transit to other major studio productions, helping to cut costs, which is as an additional revenue stream for WFF.

# WORLD FILM FEDERATION

## Investment:

World Film Federation is seeking a sophisticated investment strategy to empower the up and coming film and multi-media production professionals by establishing a state-of-the-art production studio within an already established renovated significant building for the lucrative Independent film market and creating a international destination for the future development of film and multi-media professionals.

Initial investment will establish an account to be drawn down to secure and update the identified studio facility; establish a film fund to support film certifications and marketing strategies to secure feature film projects.

## WORLD FILM FEDERATION

*Richard Wayne*

RICHARD WAYNE  
CEO/FOUNDER

*John Harvie Morris*

JOHN HARVIE MORRIS  
CSO / CO-FOUNDER

# WORLD FILM FEDERATION

## COMPANY DESCRIPTION

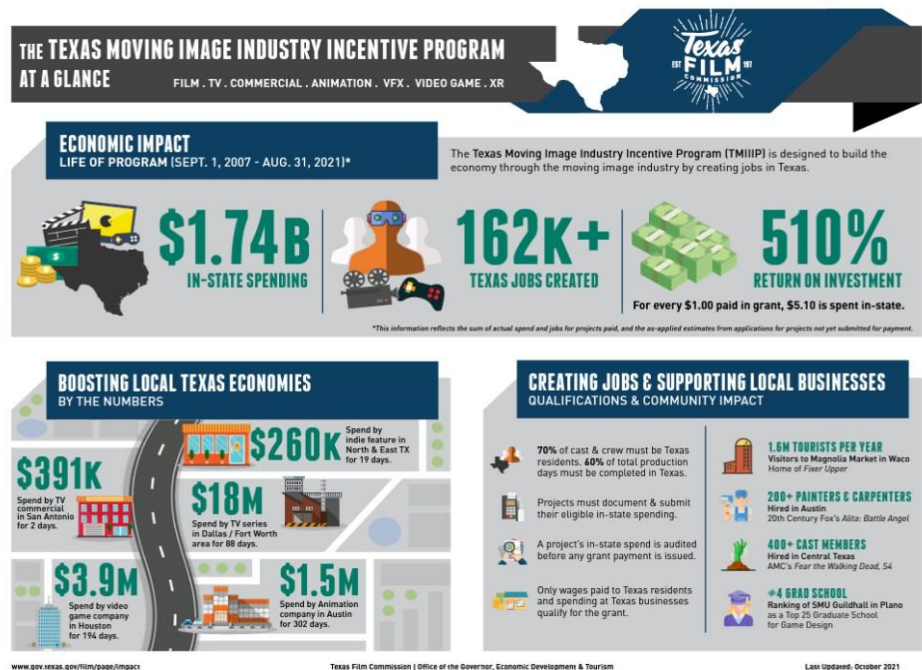
WORLD FILM FEDERATION (WFF) is a Film Production Services Company comprised of established industry professionals. With a facility in the North Texas area of Dallas, the workforce potential for such an undertaking is immense.

WFF intends to provide opportunities here in North Texas for the up and coming professionals. The State of Texas has boosted its share of media industry activity to more than \$1.74 billion



The Federations' goal is to inform, assist & maintain a wealth of knowledge with resources for film production opportunities, crew, locations, etc. to enable *independent film makers* as well as

major film makers to expedite their projects in a timely fashion with as much profitability as possible and to utilize as much of the Texas benefits available.



\*Attachment 1(1 Texas Impact\_2020\_Report\_to\_the\_People\_of\_Texas)

# WORLD FILM FEDERATION

## BUSINESS PHILOSOPHY

WORLD FILM FEDERATION is not just in the business of making movies; WFF is about the business of *empowering individuals* who have a desire for industry specific training, internships and gaining experience in all aspects of the



film production process. One of our primary goals is to create an environment where we facilitate the necessary growth of production talent in North Texas. By facilitating the ever-increasing number of graduating media students from High Schools, Universities, Community Colleges, and Trade schools into WFF, thus, providing the

additional up-skilling of expertise via certification and potential employment on sponsored productions and enabling careers.

### Legal

World Film Federation is currently organized as a Limited Liability Co. and Trademarked with USPTO. The Limited liability Company is not a partnership or a corporation but rather is a distinct type of entity that has the powers of both a corporation and a partnership.



The essence of the limited liability company is the entity, requiring for its creation more formal requirement limiting personal liability, less paperwork, tax advantages, ownership flexibility, management flexibility and flexible profit distributions.

# WORLD FILM FEDERATION

## COMPANY STRATEGY

Our initial strategy is relatively simple.

**GRASSROOTS**

Mr. Richard Wayne and his associate

**ENTERTAINMENT**



Mr. John Harvie Morris have over 50 years combined in the film industry. The business relationships they have developed over their lifetime have already produced a significant number of contacts with Major and

Norris  
Brothers  
Entertainment,  
Inc

Minor Industry players.

In the initial start-up of operation, Mr. Wayne and Mr. Morris will insure the studio facility becomes operational, scheduling meeting with multiple major studio players and Independents inclusive of Universities, to secure studio bookings for their forthcoming film projects. In addition, appoint a wealth of talented individuals to help develop the high standards required for this enterprise to succeed.



The WFF is well aware of the role Technology will play in the success of the World Film Federation. Our IT Systems Engineers will be responsible for developing high-level software requirements that will leverage off the education from previous

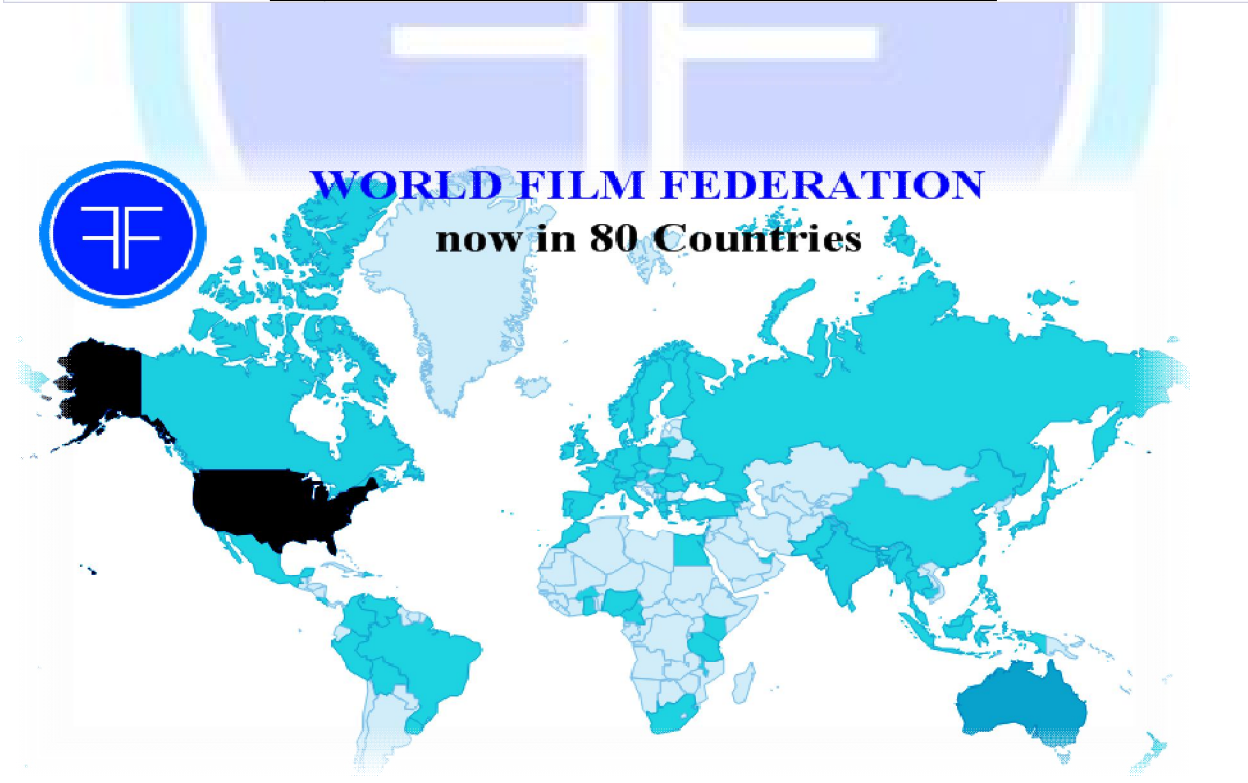
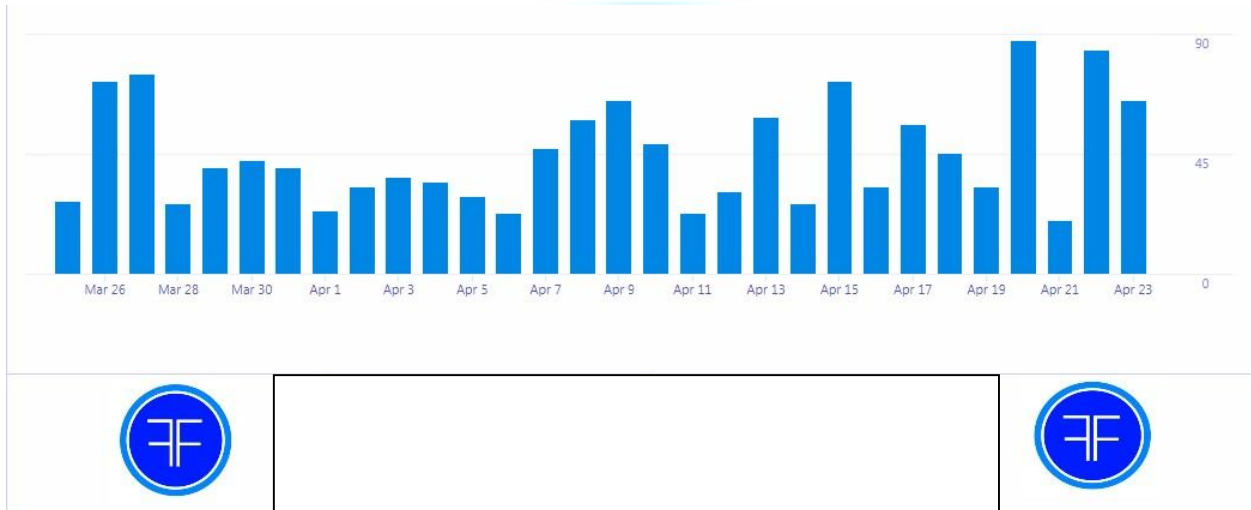
State and local colleges as well as industry specific trade schools.



# WORLD FILM FEDERATION

## Phase I

Phase I of WORLD FILM FEDERATION platform has already been established, operating in 80+ countries and 200,000 page views +/- monthly. Phase I is 98%.



# WORLD FILM FEDERATION

## Phase II:

Phase II is focused on the studio facility for the WFF.

Other such facilities have been proposed throughout this area and the Nation at large. The difference

with the World Film Federation approach is that we are looking at taking a complex that is already built, (*no waiting 18-24months for construction to be completed or spending 150million-800million on a new facility which never was built*)\*. This will enable WFF to begin implementing operations within a much shorter time frame and for a significantly lower start-up cost.



\* See Attachments 2/2a (Frisco \$1 Billion Dollars, \$146 Million studio in Michigan)

# WORLD FILM FEDERATION

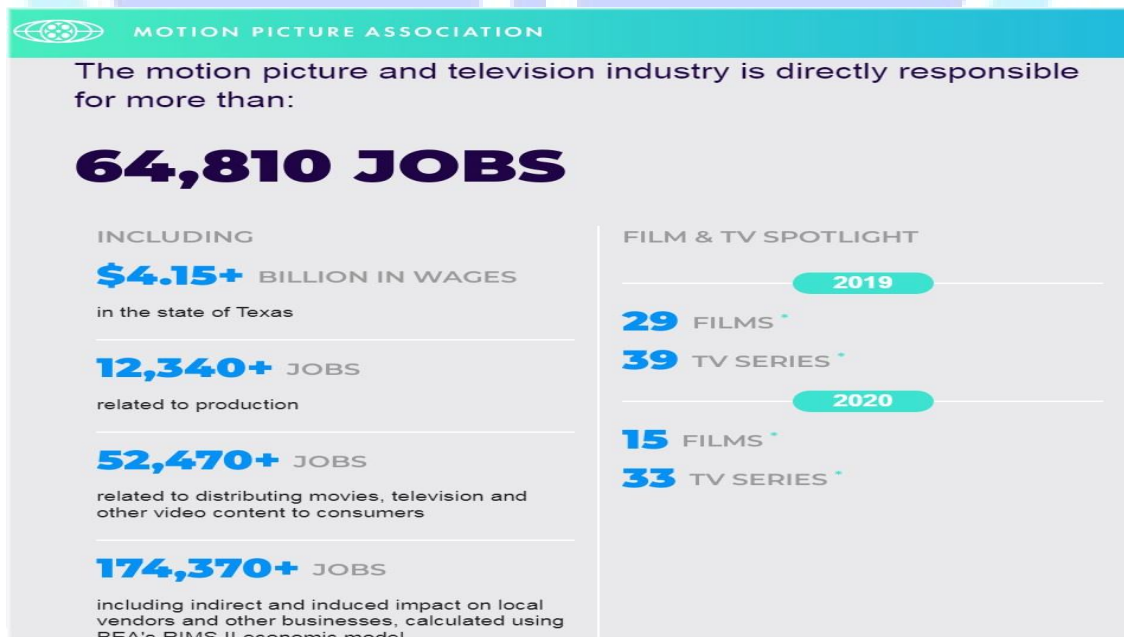
## MOTION PICTURE INDUSTRY

Despite economic downturns in almost every other sector of the business world, the Film Industry continues to demonstrate growth and economic prosperity and opportunity. The following statistics were provided by the Motion Picture Association of America;\*



Global box office gross totaled \$35.3 billion, an increase of 4.6% from 2015-2017; The US/Canada box office will hit *\$12.6 billion*, up more than 4% by 2019; The MPAA estimates that the U.S. film industry supports nearly 2.5 million jobs and *\$188 billion* in wages as well as *\$16.7 billion* in public revenues and *\$14.3 billion* in exports. Worldwide there were around 200,000 screens, and 11% of these are digital.

Texas Numbers;



\*See Appendices 3 (MPA\_Economic\_contribution\_US\_infographic)

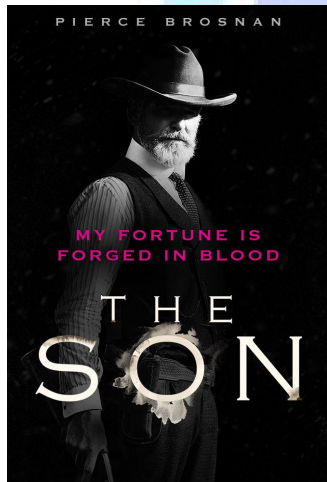


# WORLD FILM FEDERATION

Estimates run as high as 1,300 new film projects are initiated every year in the U.S. In **2021** there were 1,354 films produced in the U.S. from major theatrical release compared to **2,283+/-** in the Independent and short film market in **Texas alone**. (Economic Impact Texas Past)



In the first quarter of last year, over 20 projects from production companies including Paramount, ABC, NBC, WB and Fox were initiated in the state of Texas.



The size of our planned facility creates an economy of scale where we can offer more for less and still remain profitable.

With the incentives offered by the Federal Government, the State of Texas, WFF will provide not just a viable option for companies nationwide but an attractive entertainment destination.



# WORLD FILM FEDERATION

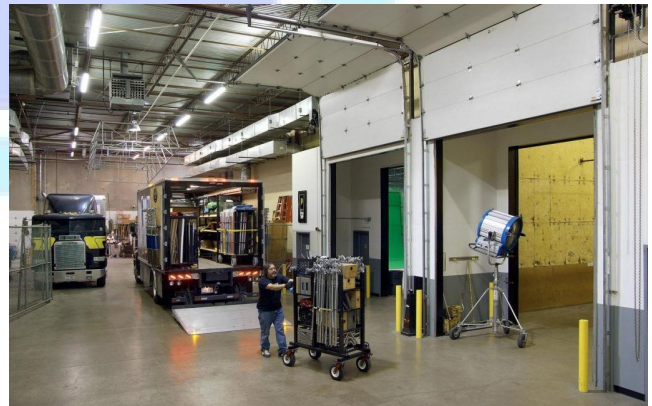
## PRODUCTS AND SERVICES

Because the World Film Federation plan of action involves multiple phases, the products and services will be introduced in an evolutionary process. The products and services that WFF will provide are divided into 4 areas initially.



The 1st area is the World class facility that will provide for the physical film studio on which the rest of the services and products

will be initiated. Plans for the facilities will enable WFF to provide enclosed stages up to 690,000 square feet available, 59,000 sq. ft. office space as well as 40 acres back lot. This facility will provide WFF with multiple revenue streams such as space rental, animation facility, storage, editing suites, festivals, etc. \*



*\*See Attachment 4 (California Stages)*

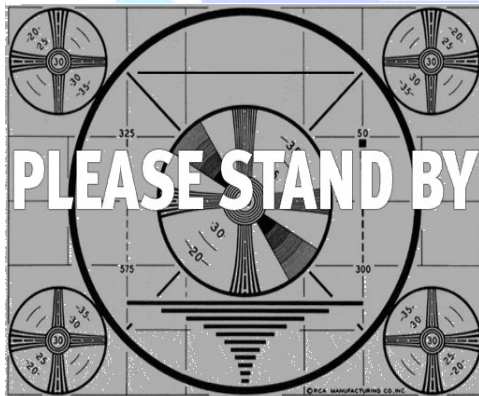
# WORLD FILM FEDERATION

## STORAGE OF SETS

Production companies often need storage facilities because the timing of projects can be precarious and frequently require pre and post production storage for project assets (3-6 months). WFF has established a relationship with top industry studios and has received letters of intent to utilize the facility as soon as we are ready.



Our goal is not only to provide Productions for our facility but also to inform, assist and maintain a wealth of knowledge on film production opportunities, crew, locations, producers, line producers, production managers, location managers, etc. to enable film makers to expedite there projects with minimum outside financial spending, keeping more funds with the WFF studios to ensure profitability.

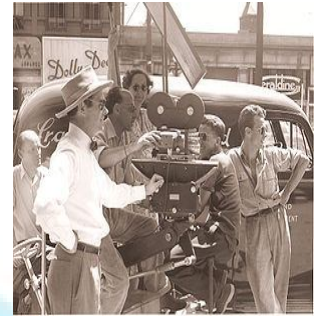


We will not compete with the state film commissions, states education systems, as well as major studios, but rather augment services they already provide working hand in hand to increase a viable film community increasing the economic impact.



# WORLD FILM FEDERATION

The 2<sup>nd</sup> area of service will be in the area of acting as a *broker or provider* of productions services or assets required by the production company during the shoot; like cameras, lighting, supplies and transportation. Not only does this provide additional revenue streams, it also enables WFF to evaluate vendors that we might want to incorporate as in-house services. (See the Platform/APP in this business plan).



The 3<sup>RD</sup> area of WFF services would be in the use of the facility for an education and training facility. WFF has established a relationship with the Texas Education Department, and Texas Film commission to help continue State education and training and to help keep jobs in the North Texas area. Not only will this serve the productions that are looking to save money on their productions by coming to Texas, but will also bring in education funds that are supplied by the State for continuing education to ensure the profitability of the World Film Federation.

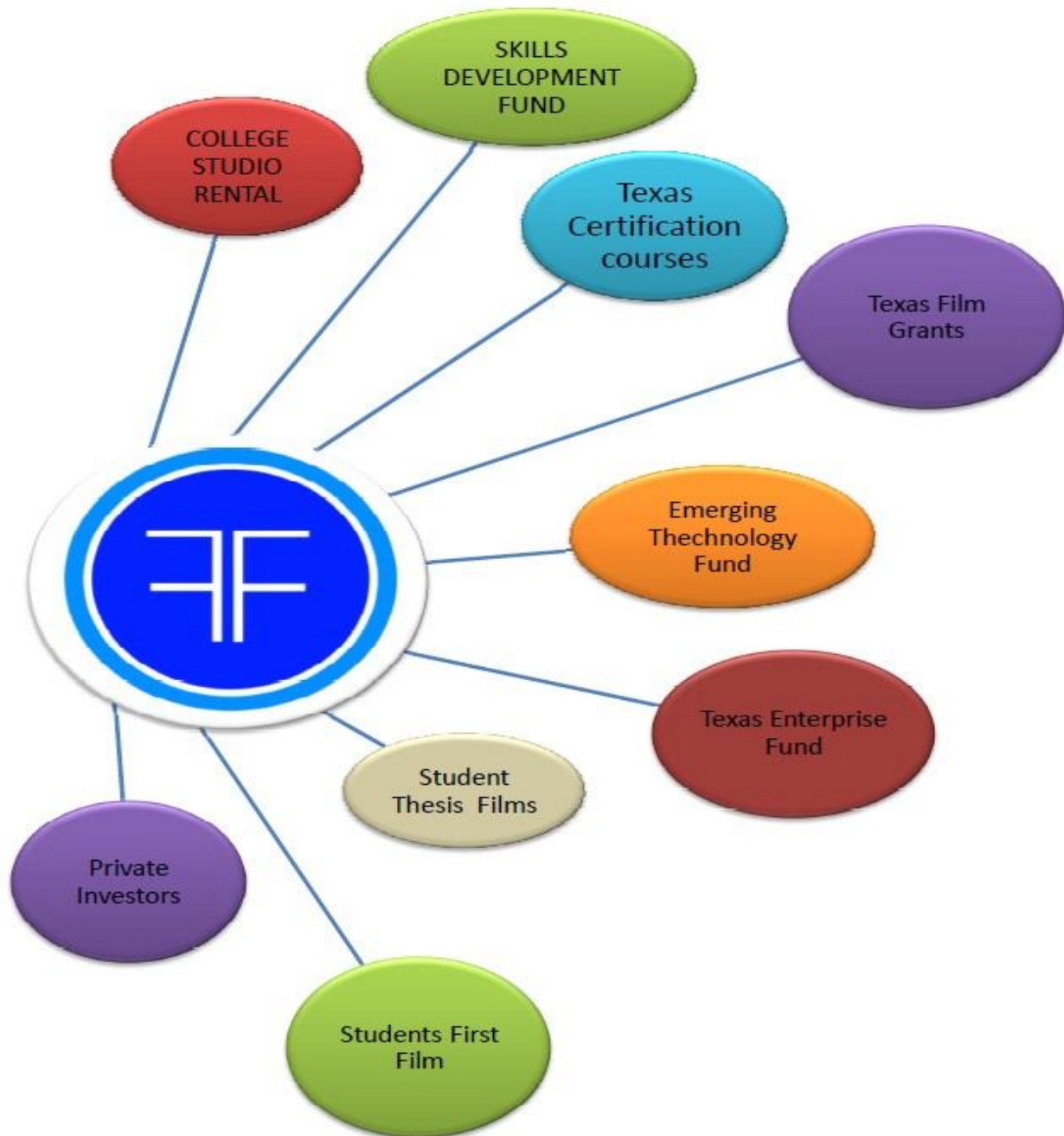
“**SKILLS DEVELOPMENT FUND**”= \$55,837,578 dollars in developmental funds. The fund also GRANTED \$818,730 to 207 special businesses, supported 5,736 new jobs and retained 20,982 workers in the State of Texas\*



\*See Attachments 5 (5 Texas Incentives Overview)

# WORLD FILM FEDERATION

## GRANTS FLOW CHART



# WORLD FILM FEDERATION

## Dept of Education

WFF has established a working relationship with the Dept. of Education in Texas. Established in 1867 the Dept. of Education has an established history of creating opportunities such as government grants for continuing education.



There are 86 Universities in the State of Texas, 51 of them are located in the D.F.W. area. Along with these Universities, there are numerous community colleges and trade schools all providing courses in the Media Arts. These courses range from stage production to 2d/3d graphics. These courses have a mandatory component *requiring* Graduate Students to spend several apprentice hours working in the Industry.\*



The 4<sup>th</sup> area of WFF services is the utilization of the back lot, established on 40 acres. Construction of genre sets, historical towns or a modern precinct also used for stunt training schools.

Not only will that serve the production companies but the crews that will need these services, this also facilitates the *tourism element* within the WFF plan.



\*See Attachment 6, (a-b) (SMU Meadows)

# WORLD FILM FEDERATION

## MARKETING/STRATEGIES

Traditionally, when production companies found the cost of doing business in Hollywood prohibitive, the destination of choice was Canada. Proximity and cost savings drove that trend and many States in the US, strapped with an economic downturn, recognized the opportunity. Tax incentives and outright cash payments are now being offered to offset the age old dream of making it in Hollywood. Even the major production companies in Hollywood are looking for facilities and locations outside the State of California to lower costs. World Film Federation did not create this environment, but we are ideally positioned to take advantage of it.

### Customers

The Texas Film Commission shows that there are 36 Production Companies and 4 Studios in the Dallas/Fort Worth area with 138 Production Companies and 16 Studios registered in the State of Texas. Because of this nature, production companies and other studios will be another source of business.



The 36 production companies in the D.F.W. area have up to **2 year wait time** for use in any of the existing studios in the Dallas/Fort Worth area. The lack of capacity and organization is the main reason that the remake of “*True Grit*”, a \$40 million plus movie, selected the Austin area to shoot there film.



# WORLD FILM FEDERATION

## Competition

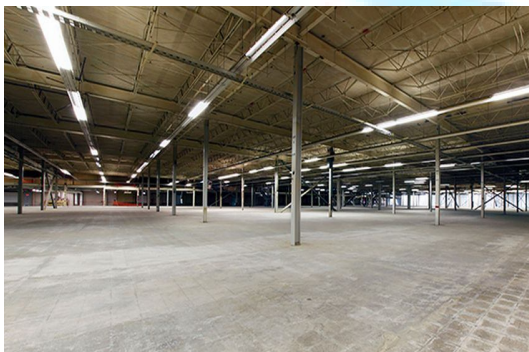
In the Dallas/Fort Worth area there have been numerous projects to start a **new** studio in the area to take advantage of all the incentives being made by municipalities and the State of Texas.

Most have failed for numerous reasons. Essentially, they tried to build the major studio from scratch which would entail investments in the hundreds of millions of dollars. In

fact, both San Antonio and Houston have attempted projects that will cost over a billion dollars with no more capacity than what we plan for DALLAS, but at a

**fraction of the cost.** In Frisco, a *\$1 Billion dollar* project was on the drawing board for 5 years. It has since been **rejected and scrapped!**

With most of our competitors, a minimum of 24-36 months will be required before ANY revenue could be realized.



WFF building has been established for 35 years and has recently been remodeled allowing operations to begin within the first 6-12 months with estimates to begin showing positive revenue streams within 36-48 months.



# WORLD FILM FEDERATION

## Niche/Studios

With the capacity of the WFF facility, we will be able to facilitate projects of every size and nature. It is not our intention to limit our market potential in any way. Our objective is going to be based primarily on smaller independent projects. Our reasoning for this is twofold;



One, Mr. Wayne returned to Texas in 2004 to help make this area a premier destination for Film Productions. With this in mind he has been creating a film community that identifies, fosters and will certify up and coming talents. This area is home to over 71 Colleges, Universities as well as numerous Trade schools. All of whom have programs in some specialization that

can be employed both as interns and eventually employees of WFF or the production companies that use our facilities. This is a major component of the *Independent film market that is untouched*. They do not have to go to California to work in the Film Industry, they can work right here in TEXAS!

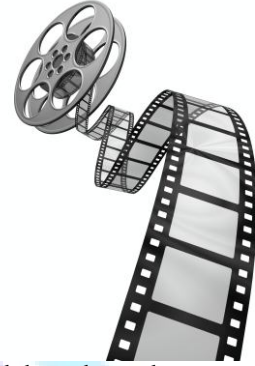
Two: The WFF focus will be on smaller independent projects is simply because they are more profitable and provide less exposure to risk.\*

\* See Attachment 7 (Most Profitable Movies based on ROI)

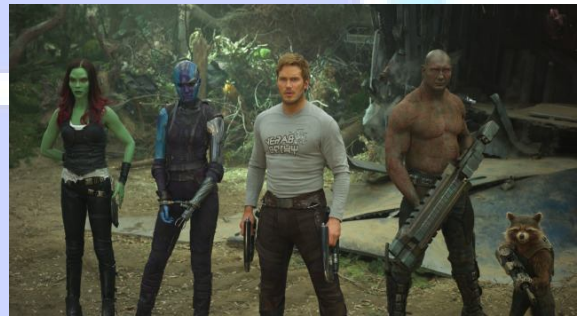
# WORLD FILM FEDERATION

## Strategy

As previously stated, our strategy is relatively simple. By leveraging the industry contacts the Founders have developed over the 50+ years of their associations within this industry and ancillary businesses, World Film Federation will also position our-selves to be our own best customers for studio space. In addition, by demonstrating that we have a quality facility with the ability to provide accommodations not available elsewhere, we will attract a steady stream of projects and increased employment opportunities benefiting the local economy for years to come.



The WFF plan is to maximize the many potential revenue streams available to us. Studio rentals, production service, brokerage for local vendors, ample storage services with tax saving benefits and a state of the art APP. The establishment of complementary businesses as well as the eventual massive tourism draw will provide just a few of these revenue streams.



A single production can provide employment for thousands of individuals.

- “Guardians of the Galaxy” employed **1400 cast and crew!**
- The production spent more than \$4 Million at local hotels.
- \$30 million in local companies such as catering, makeup, lumber companies, rental cars etc... (Atlanta Journal Constitutional, [ajc.com](http://ajc.com)).

# WORLD FILM FEDERATION

## Veteran Entrepreneur Program (VEP)

The purpose of the Veteran Entrepreneur Program (VEP) is to foster and promote Veteran Entrepreneurship throughout the state of Texas. The Texas Veterans Commission, with the help of the Governor's Office as well as several prominent Legislators, passed Senate Bill 1476 in 2013. This allowed for the funding of a team of experienced business consultants to be available for any Veteran in the state of Texas to consult with, free of charge to the Veteran.



Today's Veterans are poised to be the backbone of a new generation of small businesses that can quickly build a sustainable new job base in Texas. Veterans are eager to build for themselves, their families, and their Veteran employees, long-term careers and secure retirements through small business ownership. The Texas Veterans Commission Veteran Entrepreneur Program is pulling all of the available resources together to;



- 1). make them available to Veterans
- 2). ensure Veterans are aware of those resources and the help available.

***“Both Founders are Military Veterans.”***



# WORLD FILM FEDERATION

## Product Placement

Product placement or embedded marketing is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs. The product placement is often not disclosed at the time that the good or service is featured.



Product placement is an investment for brands trying to reach a niche audience, and there are strong reasons for investors to expect that film product placement will increase consumer awareness of a particular brand. A big-budget feature film that has expectations of grossing millions may attract many commercial interests; however, the film studio must also analyze if a product fits with the image of the film. A high-profile star may draw more attention to a product, and therefore, in many cases, this becomes a separate point of negotiation within his or her contract.

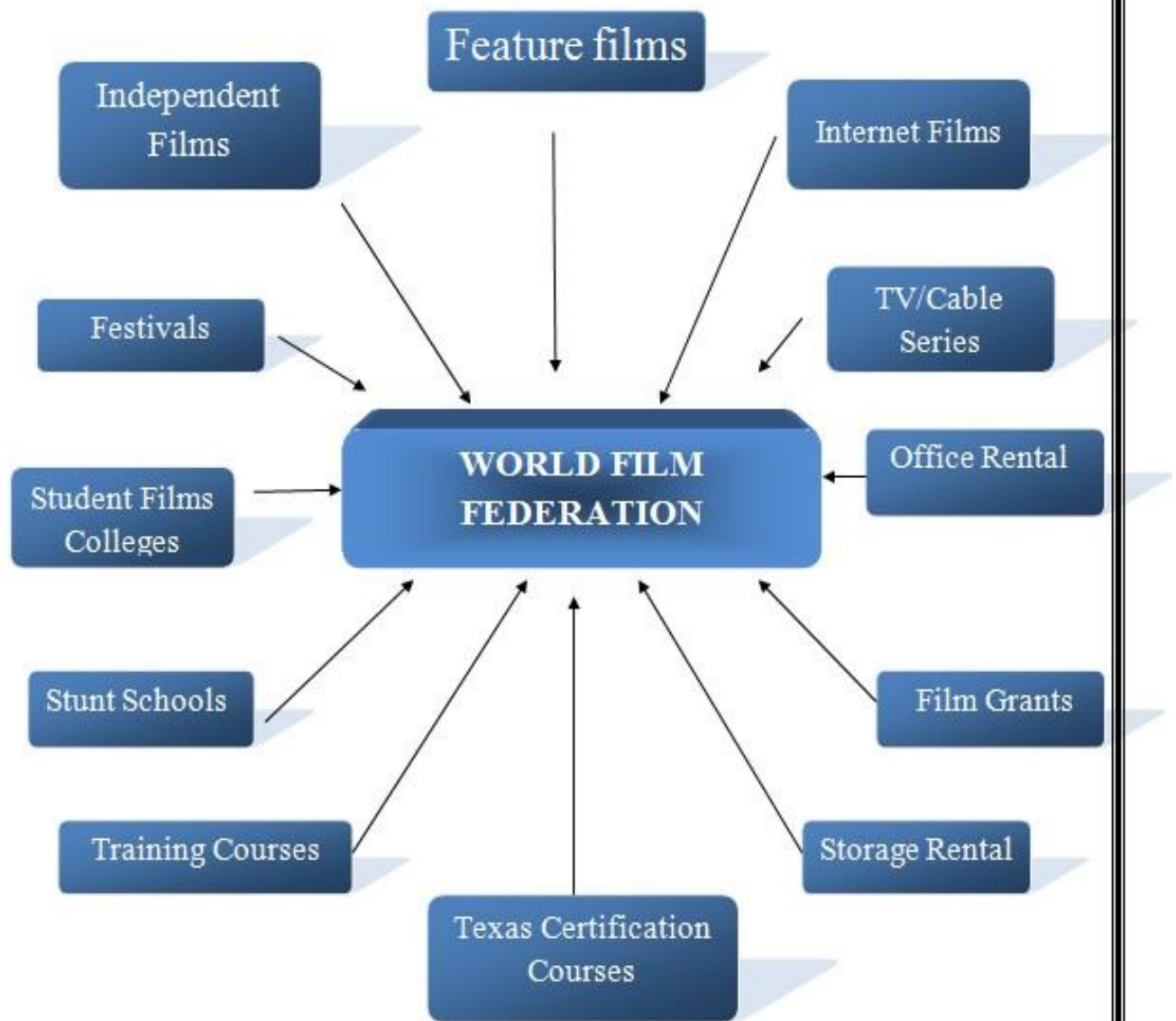


Firms paid **\$722 million in fees** for product placement, and promotional support for film placement in 2005, and by 2010, spending on film placement is predicted to surge to \$1.8 billion. In 2002, Volkswagen spent an estimated \$200 million in fees to be integrated into NBC Universal films. \*

**\*See Attachment 8 (How Product Placement Works)**

# World Film Federation

## Funding In-Flow Chart



# WORLD FILM FEDERATION

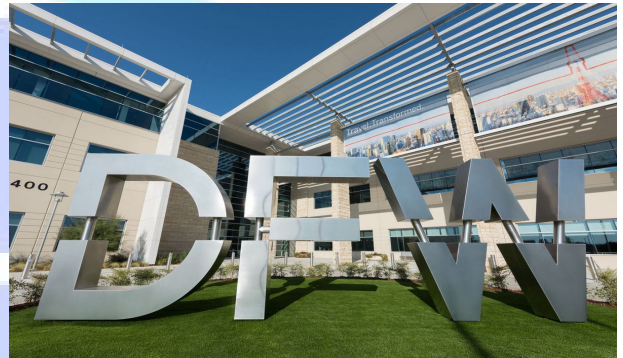
## OPERATIONAL

### Location

WFF is strategically located providing convenient access to State Highways and International Airports. WFF studio is located in Dallas area District 2.

### LOCAL ECONOMY

- Dallas/Fort Worth's (DFW) central U.S. location is equally close to North America's five largest business centers: New York, Chicago, Los Angeles, Mexico City and Toronto.
- DFW Metropolitan area is home to 25 Fortune 500 headquarters, six Global 500 headquarters and 900 other headquarter operations. \*
- DFW offers the largest number of college educated residents of any metropolitan area in the state of Texas and among the highest in the nation (U.S. Census Bureau, American Community Survey 2006).
- Texas has no personal or corporate income tax and no state property or unitary state tax (*Texas Comptroller of Public Accounts*).
- The region's technology sector employs over 228,000 workers. This figure is greater than the technology employment of Austin and Houston combined.
- Dallas is home to technology leaders; ACS, AT&T, EDS, Lockheed Martin, Perot Systems, Raytheon, Research In Motion, Texas Instruments and newly added Toyota, State Farm and Boeing is moving in soon. \*



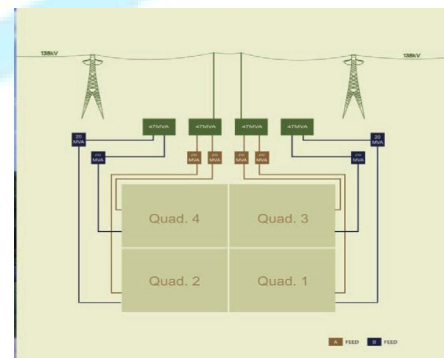
\* [Attachments 9/9a \(Texas Fact Sheets\)](#)

# WORLD FILM FEDERATION FACILITY

WFF provides a TIER IV, TIA 942, scalable 753,000 sq. ft. facility.

## Key Attributes

- A robust, reliable, carrier neutral facility providing 100MVA of electric power complete with redundant feeder circuits.
- 753,000 square feet, single-story, 30 feet ceilings, with heavy power and water.
- Economic Incentives available 10 Year, 50% abatement of taxes on real and business personal property. Up to 1% abatement on sales taxes.
- Carrier neutral facility with a fully redundant telecommunications infrastructure.
- Highly-secured and gated, 91 acre site including 40 acres of developable land for back lot rentals.
- 48,590 sq. ft. of office space
- 100MVA on-site electrical substation, Two (2) new forty-seven (47) MVA transformers provide 2N configuration. Redundant 138kV transmission lines provide 2N configuration
  - (Top of the line) means no down time.





# WORLD FILM FEDERATION MANAGEMENT AND ORGANIZATION

In the initial phases of setting up the World Film Federation, several key players will be required to wear multiple hats, thus being either employed or consultants.



Richard Wayne

Mr. Wayne together with Mr. Morris have established the contacts necessary to insure occupancy of the studio facility and have already identified several projects, as well as Production Houses which have shown interest in World Film Federation.



John Morris



Mr. Peter Andrews served as Vice President of Prime Time Programming at NBC, Senior Vice President of Columbia Pictures and founded PrimeSite Entertainment.

World Film Federation.

Steve Papazian, retired President of Worldwide Production at Warner Bros. will serve as a consultant on physical production at



Steve Papazian

Mr. Justin Brewer has 25 Years of experience in Film, and is the Director of Development for the World Film Federation. Mr. Brewer currently teaches “Producing” at the University of Southern California.



Mr. Darryl Scott, who has a degree in Business Operations, will be responsible for daily operations of the studio facilities, efficiency of the location and strategic improvements of building functions.



Darryl Scott



# WORLD FILM FEDERATION

## Organization Chart

The organization chart is based upon a Pre-Bureaucratic Structure.

This structural form is best-exemplified in organizations where administration and control are centralized, and there is very little, if any, standardization of tasks. This structure is highly recommended for small-scale industries and start-ups.

### Merits of Bureaucratic Structure:

- ~It has a centralized structure with only one decision maker.
- ~The founder has complete control on decisions and their implementation.
- ~Communication mostly happens on a one-on-one basis.
- ~Decisions are made and implemented quickly.
- ~Productivity and profits are closely monitored.
- ~If an employee works hard, he gets noticed.



# WORLD FILM FEDERATION

## CONTRACTORS/VENDORS

The “**Texas Film Commission**” lists approximately 8,538 registered film industry professionals and 453,000 potential additional companies in the State of Texas (as stated previously). This is not an all inclusive list, but it does represent a significant resource for the Federation in establishing the studio as a hub and “**THE**” film destination of choice and contact for Texas and neighboring States.



### Listing

Viewing 1 to 20 of **8538** (x 52States = Professionals)

1 | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | ...[427](#)

#### ACCOUNTING - ACCOUNTING CLERK

<b>Act One Management Group</b>	Dallas / Fort Worth area, TX	<a href="#">contact</a>	<a href="#">view profile</a>
<b>Arenas, Ryan</b>	Austin area, TX	<a href="#">contact</a>	<a href="#">view profile</a>
<b>Baker, Amanda</b>	Dallas / Fort Worth area, TX	<a href="#">contact</a>	<a href="#">view profile</a>
<b>Casner, Barbara</b>	Austin area, TX	<a href="#">contact</a>	<a href="#">view profile</a>

# WORLD FILM FEDERATION

## CAPITALIZATION

The WFF has been in negotiation with the building owner and their brokers on the use and potential purchase of 3000 Skyline Drive.

The Federation will also benefit from aggressive financial incentives adopted by the City of Mesquite, including:



1. 50% abatement on the City's share of real property taxes
2. 50% abatement on the City's share of business personal property taxes
3. 50% abatement on the City's share of sales taxes

It may also be possible to receive additional financial incentives, such as direct grants from the Texas Enterprise Fund (TEF) and additional negotiated incentives from the City of Mesquite. "Mesquite is embracing 3000 Skyline as another step forward in the long-term plan to make Mesquite one of North Texas' premier communities." – *Tom Palmer, City of Mesquite Economic Development Manager*

**Moreover, as a corporate resident of Texas, the World Film Federation would pay no corporate income tax. Also, the World Film Federation employees will enjoy the fact that Texas has no personal income tax.**

"Texas is committed to attracting major businesses and will offer tax incentives to compete on the same level as other aggressive states such as North and South Carolina, Georgia, Louisiana, Iowa, Kansas, Nebraska and Washington" – *Harvey Hilderbran, Texas State Representative, District 53, and Chairman of the Texas House Ways & Means Committee*

# WORLD FILM FEDERATION

## Studio Revenue Projections

		THE LONE STAR STUDIO'S												WORLD FILM FEDERATION			
		1	2	3	4	5	6	7	8	9	10	11	12			Annual	
<b>Long Term Analyst</b>																	
Lease Revenue		24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	24,250	242,500
Office Space leased		48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	48,500	485,000
Available Space (sq. ft.)		50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Percent of space leased		\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00
Lease price per sq. ft.		\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$194,000	\$2,328,000
Total																	
Storage Leased		60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	600,000
Available Space (sq. ft.)		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,000,000
Percent of space leased		60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
Lease price per sq. ft.		\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4
Total		\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000	\$2,880,000
Studio America		73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	73,183	731,833
Available Space (sq. ft.)		146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	146,366	1,463,666
Percent of space leased		50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Lease price per sq. ft.		\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4
Total		\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$292,732	\$3,512,784
Studio Australia		80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	809,611
Available Space (sq. ft.)		161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	1,619,222
Percent of space leased		50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Lease price per sq. ft.		\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4
Total		\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$3,886,128
Studio Europe		80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	80,961	809,611
Available Space (sq. ft.)		161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	161,922	1,619,222
Percent of space leased		50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Lease price per sq. ft.		\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4
Total		\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$323,844	\$3,886,128
Back Lots																	
Total	(500 dollars a day before build out)																
Gross Total:		\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$1,374,420	\$16,558,040



# WORLD FILM FEDERATION

## The FEDERATION App!

The FEDERATION PLATFORM is developing a smart phone friendly APP that is free to download to anyone in all aspects of the Production Industry including Small Businesses!

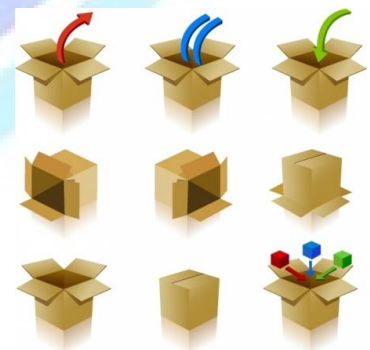


Motion picture and television production relies on a network of businesses to bring projects to fruition, not only the core industry suppliers noted above, but also innumerable general suppliers, such as caterers, lumberyards, apparel retailers and florists. In 2008, the production industry alone made \$40.0 billion in **direct payments** for goods and services to more than 144,000 businesses large and small, in every state in the country. **Yes 10 years ago!**

**The Federation Platform also capitalizes in this area.**

### *Business such as:*

- A helicopter company in Ketchikan, Alaska
- An antiques business in a small town in Alabama
- A local production company in Little Rock, Arkansas
- A marketing company in Phoenix.
- A company in Terre Haute Indiana.
- A trailer company in Dallas.
- A dance team In Parma, Italy?
- A catering company in New Mexico.
- An air conditioning company in Vienna!
- A greeting card company in Boulder, Colorado
- A art studio in Portland, Oregon
- A paper company in Mexico City!
- A cleaning company in Nashville, Tennessee
- A furniture moving company in Milwaukee.



**OPEN YOUR MIND - THINK OUTSIDE THE BOX!**

# WORLD FILM FEDERATION



**296+/- Production Jobs Categories, Not counting equipment rentals!**

(Per Wikipedia)

**April 2017; 37 Total Movies released.**

- 37 (Films) X 296 (Production Categories)\* = 10,952 JOBS IN APRIL!
- Each Production job can employ 1, 3, 5 or even 1000 employees!
- Average 3 workers per position = 32,856
- FILM JOBS RUN 1-3-6-9-12 months duration,
  - REPEAT CUSTOMERS!
- Annual 2.5 Million JOBS IN 2016;PER I.M.D.B.

**“Guardians of the Galaxy vol. 2”**

- Spent more than \$100M in Georgia.
- Hired nearly 1,400 local crew and background.
- Spent more than \$4 million at local hotels for room nights.
- Spent more than \$30 million at local Georgia companies for catering, makeup, construction supplies, set decorations, car rentals and more.



And had a production spend of more than \$75 million in Georgia.

**Related Business Employees per USA Statistics = 14,779,490!**

\*Attachment 3

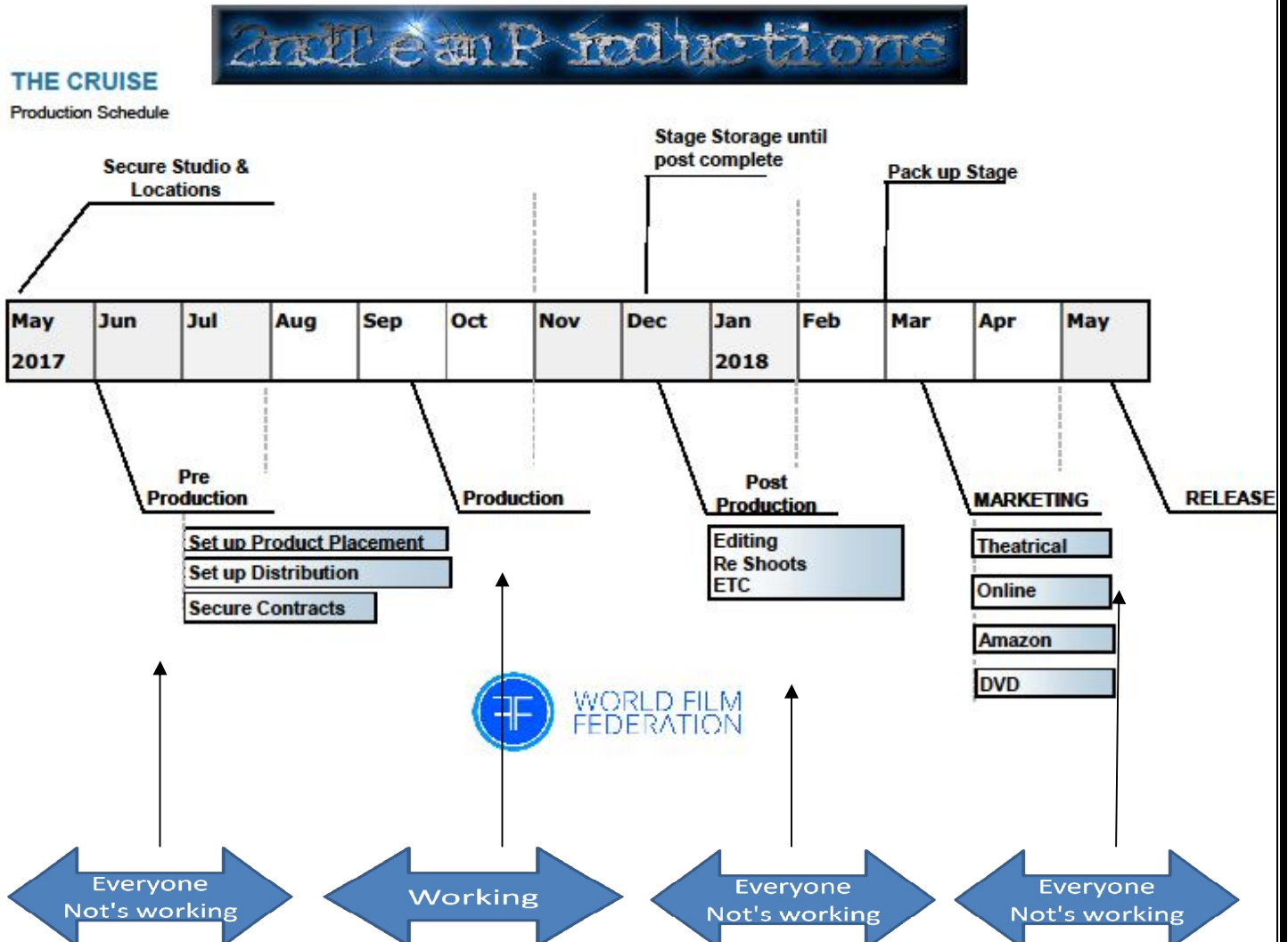
# WORLD FILM FEDERATION

## Film Production Companies:

- 24,000 LISTED FILM PRODUCTION COMPANIES IN THE UNITED STATES ALONE! (Per Wikipedia)
- A TOTAL OF 173 COUNTRIES WITH FILM PRODUCTION COMPANIES!

**FILM PRODUCTION COMPANIES SPEND MILLIONS LOOKING FOR A CHEAPER WAY TO FILM A PRODUCTION.**

## Basic Film Production Time Line:



# WORLD FILM FEDERATION

**FIRST:** Level One is a Basic Level

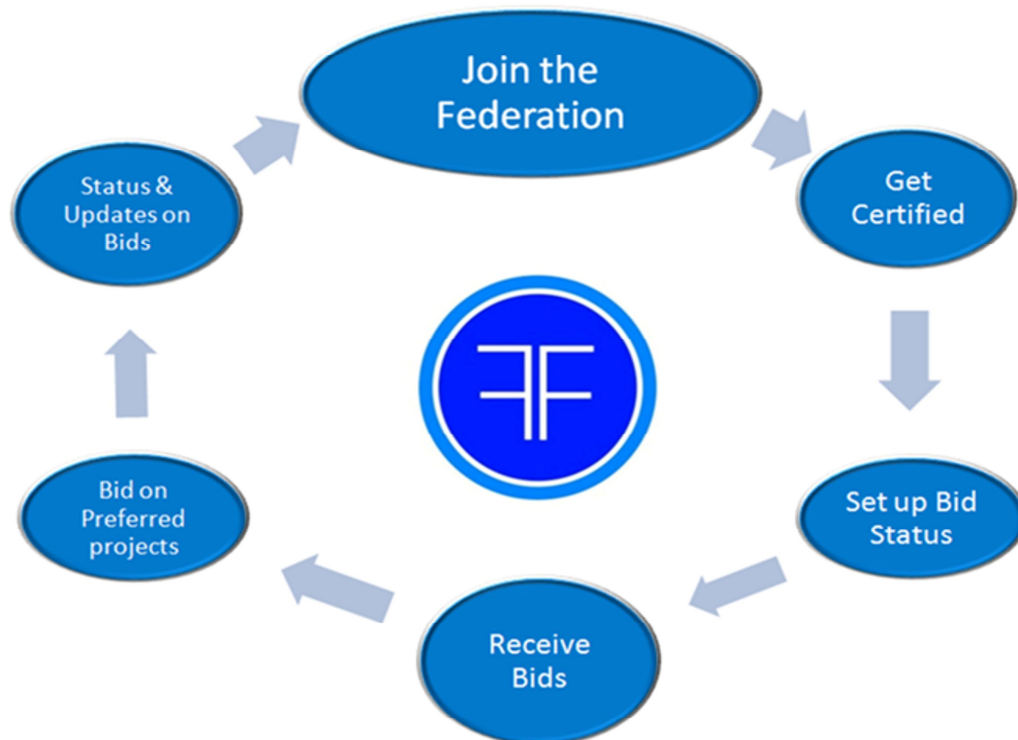
- This level is Free, limited access.

**SECOND: Professional Level (Paid Plan)**

- Then just fill out a short application- name, location, contact info, email, preferred bidding category and or rates.

**That's It**

## MEMBERSHIP FLOW CHART



WORLD FILM  
FEDERATION

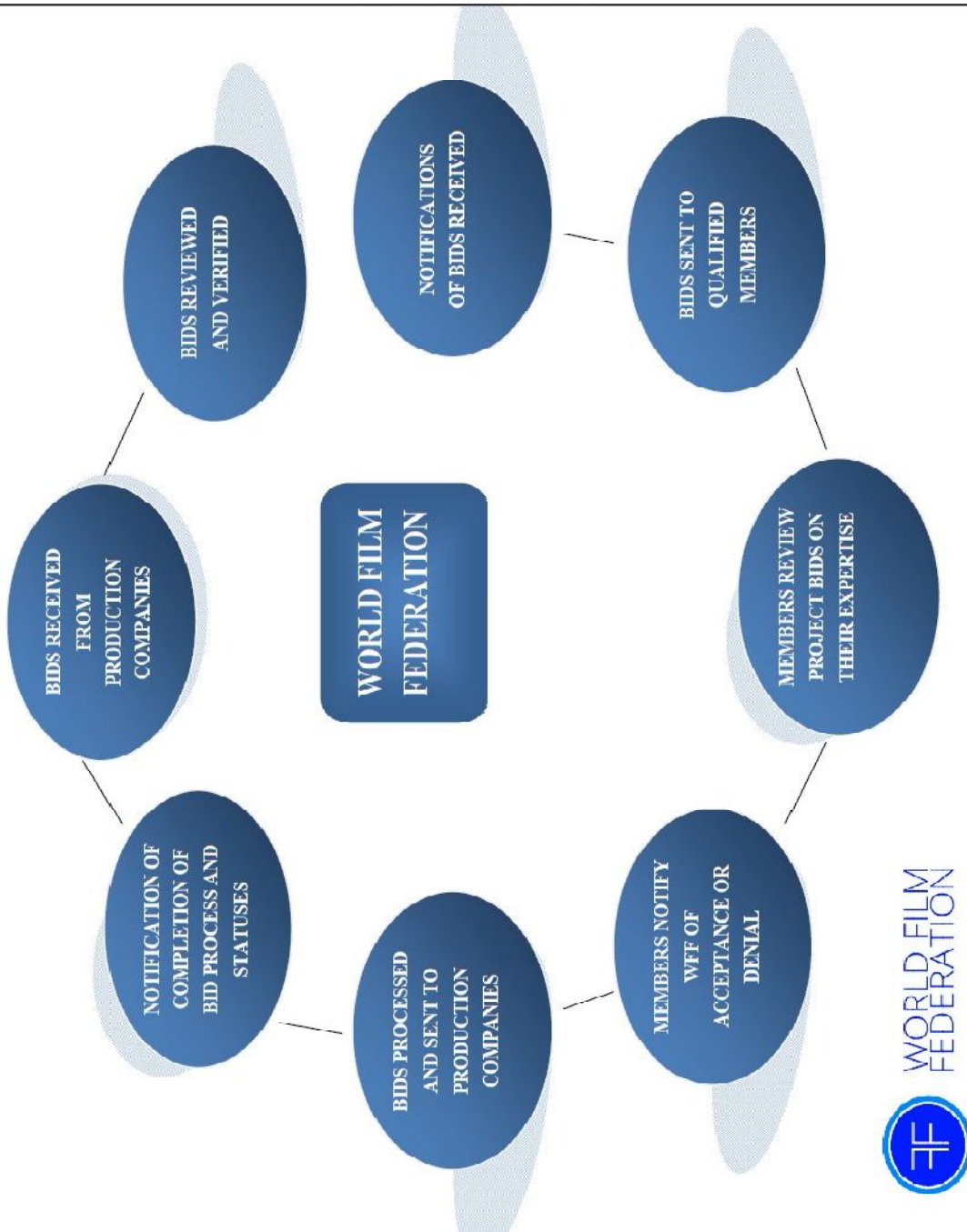
**Levels: Basic, Professional, Producer & Vendor**



# WORLD FILM FEDERATION

## Production Client Process (24K Listed in U.S.)

### PRODUCTION BID PROCESS



# WORLD FILM FEDERATION

## Membership Level 2;Professional

Monthly Fee, given equal access to bid on all production projects, contact information as well as updated production information as well as certification and rated work history of crew members as well as production companies.



## Membership Level 3;Producer

Additional monthly fee to review all bids, discuss possible changes, which will help to ensure a better return on their bids.....

\*The best attribute that the app has is the Federation Members don't have to keep looking up their information, for the software that we are using will send constant updates on the bids, SAVING money for the Federation Member by not having to spend time researching what the status is on their next job....



**“Most crew members don't have time to go  
and check emails or research for work,  
they just want to work!”**

# WORLD FILM FEDERATION

## Membership Level 4; Vendors

This level is mainly for vendors, and auxiliary businesses.

- Auxiliary businesses; at a basic rate per year, will be able to receive notifications of future productions in their area that they may or may not want to bid on. I.e. Hotels, car rentals, lumber companies.



- Productions companies; at a basic rate per year, will have access to all the members of the FEDERATION with the ability to get competitive bids to help lower production cost. A Production company would benefit from the Federations wide network of Independent film professionals as well as all the Auxiliary businesses instead of having to research this information for themselves; it would be at their fingertips.



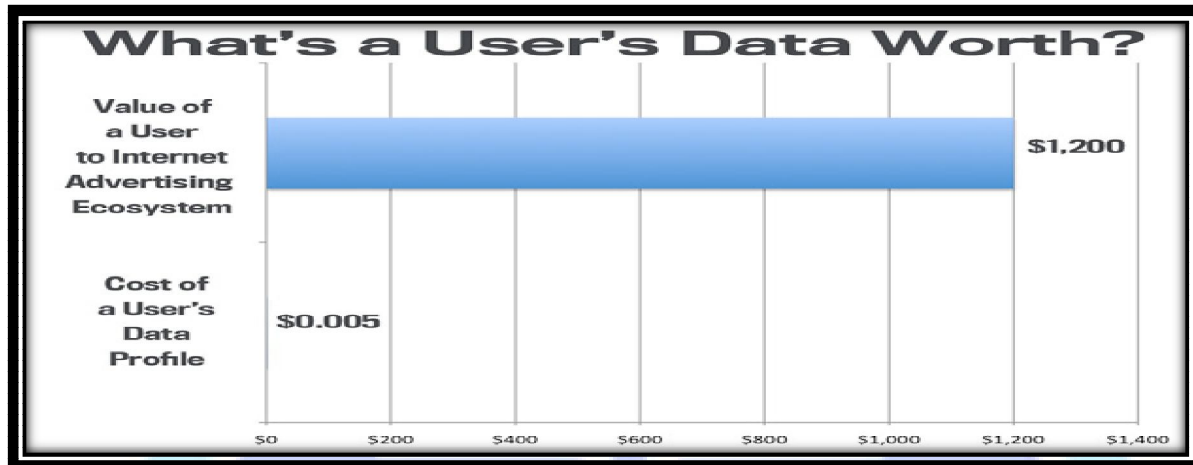
- The FEDERATION could process this for them (at additional cost). The FEDERATIONS new App software would have the capabilities to send out –to its members- all request for bids, gather that information and send back to the production companies the :
  - A – Cheapest Bids
  - B – Best Bids
  - C – Highest rated vendor bids, etc...

This level of membership would save the production companies tens of thousands of dollars in searching for workers, vendors, and all auxiliary markets.

# WORLD FILM FEDERATION

## MEMBERSHIP LEVEL I

### JOIN FOR FREE-ADVERTISING PAYS



**2.4 MILLION JOBS**  
**OVER \$140 BILLION IN WAGES**  
**OVER 453,000 ANCILLARY BUSINESSES**

#### Memberships Levels;

- **Membership level 1 = Free to join!** Advertising Pays \$\$\$
  - 2.4 million x Advertising rate?
- **Membership level 2 = \$5.99/month.** Yearly = \$71.88
  - Estimation of 10% memberships \$17,970,000
- **Membership level 3 = \$19.99/month.** Yearly = \$239.88
  - Estimation of 10% memberships \$ 59,970,000
- **Membership Related Business** Yearly = \$99.95
  - Estimation of 10% memberships \$4,527,735

**Estimated Memberships Funds Available** **\$82,467,735**

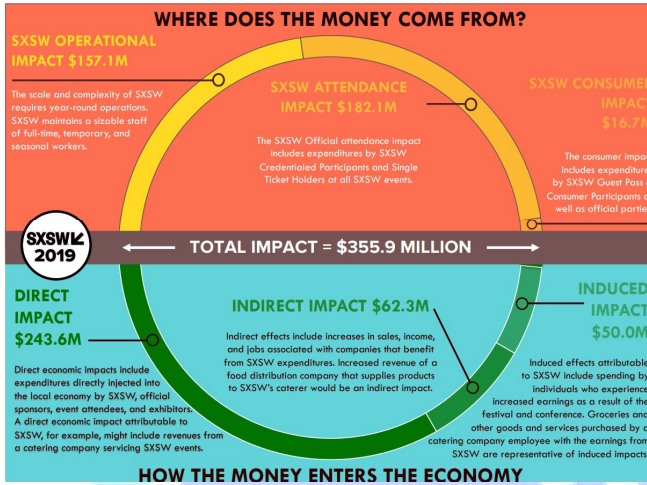
**NO STUDIO TO DATE TAKES ADVANTAGE OF THIS OPPORTUNITY.**



# WORLD FILM FEDERATION

## FILM FESTIVALS!

### SXSW ECONOMIC IMPACT



SXSW 2019 Economic Benefit to City of Austin Totals \$355.9 Million

*(2020 Cancellation put SXSW future in jeopardy due to no refund policy)*

American Statesman writer Heather Osbourne

Sundance 2018 Festival, total economic impact; \$191.6 million!



CREDIT: GEORGE FREV/VEA/REX/SHUTTERSTOCK

**2018 TOTAL ECONOMIC IMPACT- \$191.6 m**

The 2018 Sundance Film Festival generated a total economic impact of \$191.6 million — up 26% from the 2017 event, a study released Tuesday showed.



World Film Federation Independent Film and Music Festival! Economic Impact to City of Mesquite

\$\$\$,\$\$\$,\$\$\$

# WORLD FILM FEDERATION

## TRIPLE FREE-PORT

### DALLAS, TX

Taxing Entity	Appraised Value	Exemption Amount	Tax Rate Per \$100	Taxes Due
City of Dallas*	\$10,000,000.00	\$ -	\$0.776700	\$77,670.00
Dallas ISD*	\$10,000,000.00	\$ -	\$1.412035	\$141,203.50
Dallas County*	\$10,000,000.00	\$ -	\$0.253100	\$25,310.00
Dallas Co. Community College	\$10,000,000.00	\$ -	\$0.12400	\$12,400.00
Parkland Hospital*	\$10,000,000.00	\$ -	\$0.279400	\$27,940.00
<b>TOTAL</b>			<b>\$2.845235</b>	<b>\$284,523.50</b>

*\*Denotes Freeport Exemption*

### DALLAS, TX

Taxing Entity	Appraised Value	Exemption Amount	Tax Rate Per \$100	Taxes Due
City of Dallas*	\$10,000,000.00	\$5,000,000.00	\$0.776700	\$38,835.00
Dallas ISD*	\$10,000,000.00	\$5,000,000.00	\$1.412035	\$70,601.75
Dallas County*	\$10,000,000.00	\$5,000,000.00	\$0.253100	\$12,655.00
Dallas Co. Community College	\$10,000,000.00	\$5,000,000.00	\$0.12400	\$12,400.00
Parkland Hospital*	\$10,000,000.00	\$5,000,000.00	\$0.279400	\$13,970.00
<b>TOTAL</b>			<b>\$2.845235</b>	<b>\$148,461.75</b>

*\*Denotes Freeport Exemption*

## A SAVINGS TO THE BIG STUDIOS SHIPPING THEIR GOODS FROM HOLLYWOOD TO GEORGIA AND BACK!

World Film Federation has already established relationships with several big studios in Hollywood who have expressed interest in this benefit.

# WORLD FILM FEDERATION

## FEDERATION PLATFORM

A web/mobile platform connecting film professionals worldwide.

- **Film commissions;** The Federation will connect with these sources and have them invite all their members to sign up.
- **College Graduates/Trade Schools;** these graduates have minimal or NO guidance after graduation. The Federation will help guide these graduates into the desired field of study to catapult their careers!

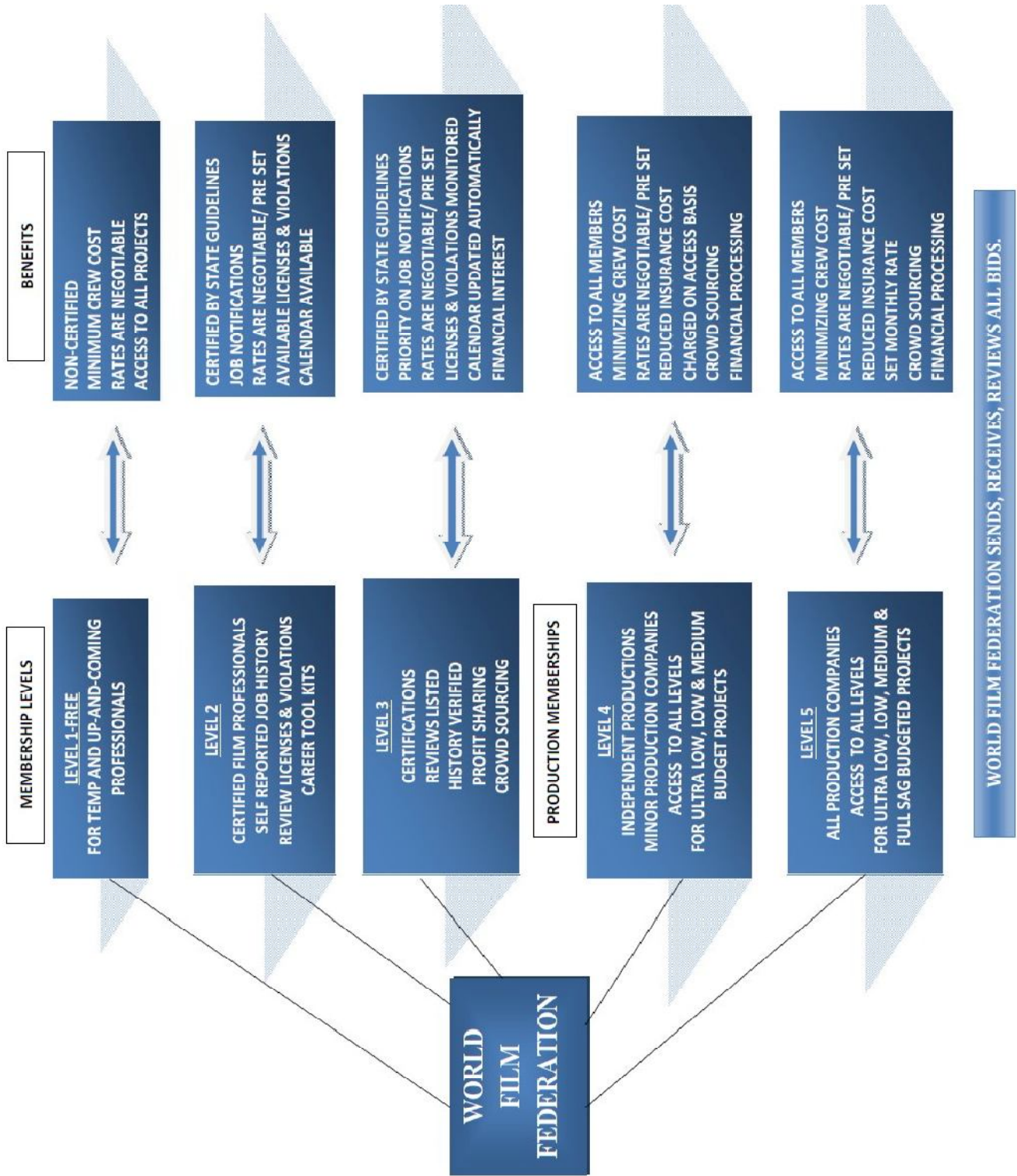
The platform consist of 2 additional interfaces separately for producers & vendors and seamlessly be designed and developed for web, iOS & android platforms, containing unique design elements along with a user friendly interface.\*

- **Vendors;** these companies will have the opportunity to bid on productions coming to their area as well as international, ie. Hotels, Lumber companies, suppliers etc...
- **Production companies;** these are the ones that will seek out bids for their proposed media projects helping them to find the best cost-effective resources to put together a film project or slate of projects.

The additional feature of the Federation App would be the billing. The Federation Platform will benefit by handling the billing of the non-union, ancillary market for services rendered as the Unions do for the Union members. The WORLD FILM FEDERATION will be the Non-Union industry standard, WORLDWIDE!

\*Attachment 5-App Designer Business Proposal (Upon Request)

# WORLD FILM FEDERATION





# WORLD FILM FEDERATION

## FEDERATION SHOWCASE

# SHOW CASE



Film Techniques

In Development

Post Production

Short Film

WORLD FILM FEDERATION SHOWCASE SITE

The Federation ShowCase exhibits World Film Federation producer's films, for exhibit. Films in development, post production films, etc.. This allows the producers to sell their films to the public without going to the Big Box stores and paying their fees. The Producers can build their channels; selling their films using Pay Pal or YouTube. The Basic Producer package allows the producer to exhibit a limited amount of films, although there are additional features that the Producer can purchase from the Federation.

# WORLD FILM FEDERATION

## FEDERATION JOBS PORTAL



### FEDERATION JOB BOARD

[Submit a Job Notice](#)

Keywords  Location

Choose a category...

**Search Jobs**

Animal  Art  Cast/Background  Crew  Drone  Editor  Film  
 Graphic/Design/Animation  Instructor  Internet  Internship  Media  Photographer  
 Production  Script Writer  Stunts  Video/Television  Writer

	<b>Media Coordinator</b> Deluxe	Dublin, Ireland	<b>Media</b> Posted 3 days ago
	<b>Production Manager, Scripted – Germany</b> Amazon	Munich, Germany/Germany, Europe	<b>Editor</b> <b>Internet</b> <b>Production</b> Posted 2 weeks ago
	<b>Video Producer &amp; Editor</b> AWS Training & Certification	Seattle, Washington	<b>Editor</b> <b>Video/Television</b> Posted 2 weeks ago

April 2020

M	T	W	T	F	S	S	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

[« Mar](#)

#### LATEST POST

[Tax Credits- Do or Don't?](#)

[The Year The World Stopped/Corona Virus World Wide!](#)

#### FEATURED JOBS

[Media Coordinator](#)  
Dublin, Ireland ›  
Deluxe › [Media](#)

Federation Jobs Portal allows professional members to search for jobs using a number of filters from job category, keywords and location.

# WORLD FILM FEDERATION

## CONCLUSION

WFF has already;

- Launched World Film Federation Platform-80+ countries
- Established a relationship with the Education Dept.
  - SMU - Contact has been made, Interested.
  - Art Institute of Texas - Interested.
  - UTA – Contact has been made, Interested.
  - N.T.U. – Contacted – Interested.
  - Collin College – Contacted- Interested.
- Established a relationship with Texas Workforce Commission.
  - Working Relationship on “Back to Work” program.
  - Working Relationship on “Work Opportunity” program.
  - Reviewing Veterans Benefits for Job Placement program.
  - Working Relationship “Skills Development Funds”
- Established a relationship with Texas Emerging Technology Fund.
  - Reviewing requirements and working with advisor.
- Established Training Seminars – Pending Status/Interested
  - Cry Baby Stunts-Stunt Classes/High Falls
  - Action Pak Stunts-Stunt Classes/Fighting
  - Terry Kiser – Acting/Directing courses
  - Texas Film Comm. –Certification classes
  - WOW F/x – Special Effects
  - Spanish Film Classes

# WORLD FILM FEDERATION

- Established Editing , 2d/3d studios –Pending Status-Interested
  - Cat Studios
  - Rising Well Productions
  - MPS Studios
  - AMS Studios
  - AMP Entertainment
  - Cinematek Productions
  
- Recruit Films - Finalizing contracts to have independent films committed at the Federation Studios.
  - Norry Nevans Production (Australia)
  - On our Soil Productions
  - Norris Productions
  - Mike Norris Productions
  - OzWood Entertainment
  - 2<sup>nd</sup> Team Productions
  - KOTM Productions (Australia)
  - Attack Combat Entertainment
  - Home Entertainment Inc.
  - Royce Studios
  - Machete Films
  - Bison Productions (Italian Market)
  - Esparza Films



# WORLD FILM FEDERATION

Because the opportunity is enormous and the timing is perfect, the World Film Federation has planned not only for current operations, but for the extensive future financial growth potentials as well.

## Join the Federation!

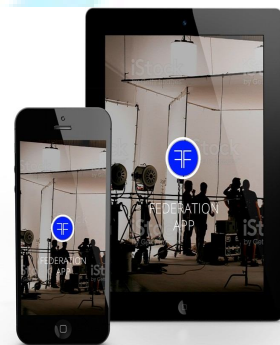


WORLD FILM  
FEDERATION

***LoneStar Studios***



## Get The APP!



# WORLD FILM FEDERATION

## APPENDIX

- **Attachment 1** –Texas Impact\_2020\_Report\_to\_the\_People\_of\_Texas
- **Attachment 2** - FRISCO 1 Billion Dollar Studio  
146 Million Film Studio in Michigan
- **Attachment 3** –MPA\_Economic\_contribution\_US\_infographic\_2019
- **Attachment 4** – Stages/ Hollywood Comparison
- **Attachment 5** – Texas Incentives Overview  
Texas Product Business Fund  
Texas Enterprise Zone Program
- **Attachment 6** – S.M.U. Meadows Film Media Arts  
Meadows Film Media Internship Requirements  
Arts Institute Internship
- **Attachment 7** – Most Profitable Movies based on ROI
- **Attachment 8** – How Product Placement Works
- **Attachment 9** – Texas Fact Sheet  
Texas Fortune 500

\* Additional Info available upon request