

CAMDEN FILM PROJECT

CLIENT

Cooper's Ferry Development Association
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Econsult Corporation, along with affiliate regional film industry expert Sharon Pinkenson, was engaged by Delaware River Port Authority (through Cooper's Ferry Development Authority) to conduct a feasibility and potential economic impact study for a motion picture (TV/video/music) production soundstage in Camden and for a proposed facility to house a film/TV/video production training and education program. The timing coincided perfectly with Camden's current state-financed major economic redevelopment initiative, and generated strong interest because of its potential link, physically and programmatically, with the proposed new Camden High School for the Creative Arts. Camden County Commissioners wanted to examine the potential for enhancing the region's film production industry in conjunction with a broad array of initiatives aimed at improving the economic condition of the City of Camden.

The first stage of the analysis led Econsult to conclude that the development of a large motion picture soundstage facility was not economically feasible due to the high degree of risk and uncertainty in potential demand, the existence of two competing facilities in the region, and the significant capital and operating costs involved - as well as space limitations adjacent to the proposed new High School.

Econsult determined that a full-scale, production independent Education/Training program (including a TV/Video/Music production facility), based on the Pittsburgh Filmmaker model, serving multiple college and university programs, High School for Creative Arts needs, and the region's filmmaking industry, was neither administratively nor economically feasible. This was due primarily to insufficient demand for such collaborative curricula and facility sharing among the area colleges and universities, as well as for such services by private film industry players in the region.

In the second stages of the analysis, Econsult examined the opportunities in more detail, and found very interesting and exciting potential synergies and collaboration opportunities linking the planned new Camden High School for Creative Arts with Camden County College and Rowan University. Specifically, Econsult recommended a further investigation of the establishment of a collaborative, and eventually expandable, film/TV/video/music production education/training program, located in - and affiliated with - the planned new Camden High School for the Creative Arts, but with a governance structure that would establish some independence from the school district in operations and curricula development. It was suggested that such a program could be expanded over time to achieve many of the original education/training project objectives.