

QUARTERLY REPORT JULY-SEPT 2021

Upstate California Film Commission



A MESSAGE FROM THE FILM COMMISSIONER

This is an exciting time for film production in our region. In fact, we are celebrating our best quarter on record! After years of building relationships, local infrastructure, and a solid reputation of serving productions well, we are witnessing a growing demand for locations, cast and crew, and other local resources that support the film industry.

Relationships are essential to our success and since the film commission transitioned to an independent entity on July 1st, 2021, the importance of expanding relationships in and near Shasta County has continued to be a top priority.

Thankfully, we are seeing our region respond well to the growing local film industry as evidenced by our recent expansion to Tehama County.

Another priority for 2021-2022 is increasing the financial supporters of the film commission to allow for reinstatement of the local incentive program, advertising placements, tradeshow attendance, and additional staff support. These vital elements will allow for us to continue attracting productions and serving them with the excellence they now count on.

We hope you will find this report encouraging!

With gratitude,

Sabrina Jurisich

Shasta and Tehama County Film Commissioner



MISSION AND VISION

The Upstate California Film Commission serves as the primary marketing entity between our region and the film industry. The goal of the film commission is to increase positive economic impact from this sector to benefit our community as a whole.

SPECIAL THANKS TO OUR SUPPORTERS



REPORTABLE METRICS

The film office is reporting the following metrics for this quarter: number of inquiries, scouts, shoot days, productions, room nights, locals hired, permits issued; type of productions filming; and economic impacts.

**In accordance with our affiliation with California Film Commission and Film Liaisons in California Statewide (FLICS), and as a standard of good Film Office procedure, we are commonly obligated to conform to privacy laws and to keep filming information provided by filmmakers, producers, and location managers private. The relationship of trust built with filming organizations encourages an open dialogue which allows us to be more capable of offering services to them, enticing them to bring their projects to us.*



KEY METRICS FOR QUARTER 1

Inquiries: The film office received 25 inquiries for projects including reality tv, commercials, shorts, feature films, and a still shoot.

Hosted Scouts: We hosted four production scouts which included two feature film and two short film projects.

Hosted productions: We hosted 10 productions including 6 commercials, 2 reality tv, a still shoot, and a feature film. Combined, these productions had a total of 49 **shoot days**, 420 **room nights**, more than 100 **local hires**, and four **permits issued**. The **economic impact** from these productions is estimated at \$974,850.

Upcoming productions: We had three projects that were impacted by the smoke from regional fires. One which was a short film has cancelled; the second which is a commercial postponed until November; and the third was able to begin filming but will return in November to complete. Additionally, a reality tv series, two commercials, three short films, and a feature film are scheduled to film in the second quarter.

Local filmmaker database: To our local resource list we added 2 vehicle owners, 5 local crew, 18 extras, 2 actors, 2 locations, and 5 new Film Shasta vendors.



CALIFORNIA ON LOCATION AWARDS SHOW

This is the third year the film commissioner has served as the COLA Co-Chair. The role offers unique opportunities to build relationships with key industry leaders and location professionals.

The show just announced this year's finalists and the following six nominees are featured from Shasta County; all of which beat out many nominations from across the state.

- Location Manager of the Year, Music Videos
Micheal Flanagan; Donny Osmond "Who"
- Public Employee of the Year, State
Tanya Ehorn & Anthony Pascal, CalTrans
- Public Employee of the Year, Federal
Jennifer Womack, US Forest Service
- Public Employee of the Year, Federal
Yesenia Juarez, BOR
- Location Manager of the Year, Independent Feature
Justin Hill, "Dog"
- Location Team of the Year, Independent Feature
"Dog"

For the complete list of finalists, visit www.colaawards.com/finalists. Winners will be announced on November 14 during this year's virtual event.

To view the show trailer, visit www.ColaAwards.com.

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EVEN MORE METRICS

Events and Industry Meetings Attended:

On August 25th and September 29th, the film commissioner attended **AFCI Member Meetings** (held virtually). The **FLICS quarterly board meeting** was attended in Long Beach on September 23rd. Film Shasta was also able to have a presence at **Content 2021 Film Festival, in Dallas Texas**, September 6th-9th. Packets were distributed at the event's Hospitality Table to the first 150 guests and included our local production guide and branded items.

Links to Released Projects:

Andy Grammer's, multi platinum singer/songwriter's, music video "**Lease on Life**" which filmed in multiple locations in our region can be seen at www.youtube.com/watch?v=J0J_VE4_MIs. This video released on August 4 and has had over 136K views. The song is also the theme song for the new IHG campaign;

Donny Osmond's music video "**WHO**" which filmed in Redding's downtown parking garage can be seen at www.youtube.com/watch?v=roWeNTI2wSk. The video has had over 560K views.

Social Media and Website Analytics 7/1-9/30:

Facebook - 15,205 likes; 14,540 reach; 18,781 impressions; **Instagram** - 1,073 followers

FilmShasta.com: 1,200 users, 1,400 sessions, 87% US based users; **E-newsletters** - 1,282 sends, 585 opens; Film Shasta was featured in the **FLICS September newsletter** highlighting new flights.



ECONOMIC IMPACT CHART

2021 will be our best performing year on record since the film commission was established in 2014,

