QUARTERLY REPORT JAN-MAR 2022

Upstate California Film Commission

A MESSAGE FROM THE FILM COMMISSIONER

We are happy to share that the film industry's contribution to our local economy has already outperformed every year on record with more than $2 million in local economic impact estimated in the first quarter - and 2022 has only just begun.

Thanks to local media coverage and an incredible community response this quarter we were able to add more than 800 locals to our database for crew, cast, and background actors. Let me say that again...800!! That's amazing!

We are grateful to the productions for choosing our area and to our community for working together to provide a great experience for those filming in our region.

We have some wonderful things in store for 2022 and are excited to do our part to bring opportunities that help to employ, educate, equip, and encourage individuals in our community.

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

TEHAMA COUNTY Major Crimes

REDDING CHAMBER OF COMMERCE CONVENER | CATALYST | CHAMPION

VISIT Redding

TEHAMA TOGETHER COMING TOGETHER TO SOLVE PROBLEMS

Redding tourism Marketing Group

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 2

Hosted Scouts: We hosted three scouts for commercial and feature film projects.

Hosted productions: While The Dresden Sun made news, it was only one of **fourteen productions** hosted this quarter. Other projects included 2 documentaries, 3 features, 2 commercials, 2 shorts, 3 student films, a still shoot, and two music videos. Support included assisting productions with locations, permits, local cast and crew referrals, and lodging assistance. We are reporting **68 shoot days, 24 permits submitted, 19 permits issued, 1,120 room nights**, **140 local hires** and an estimated **economic impact at $2,212,250**.

Inquiries: In addition to the hosted productions, this quarter the film office responded to and followed up on **18 inquiries** for commercials (8), television series (4), studio and independent films (5), and music videos (1). Three are pending further location scouting and potential incentive funding and six are scheduled to film in 2023.

Upcoming productions: We currently have **14 pending projects** on schedule for 2022 and **one** for 2023. They include music videos, independent feature films, and commercials.

Filmmaker database: To our local resource list we added over 800 local resources including cast, crew, and locations to our database.

REACHING OUR AUDIENCE

In the news –

This quarter we had exceptional media coverage by both local and industry outlets.

- Locally, the film commission was featured on **KRCR, Action News Now, Record Searchlight, Q97, KCNR,** the **Red Bluff Chamber** newsletter, with some outlets providing coverage multiple times.
- Those stories led to coverage by **MSN.com** and **Yahoo** as well as industry outlets including the **Creative Handbook** and **AFCI's newsletter**.
- Additionally, a recent article which included an interview with the film commissioner was featured in **Movie Maker magazine**.
- The recent expansion to Tehama County was also featured in the **FLICS newsletter**.

More detail can be found at: **filmshasta.com/news-reports/**

Industry News: CA Tax Credit

California's Film & TV Incentives Program Generated $21.9B in Economic Output, Report Says; 110,000 Jobs & $7.7B In Wages Over 5 Years

> *"For every tax credit dollar approved under California's Film and Tax Credit program, at least $24.40 in output, $16.14 in gross domestic product, $8.60 in wages, and $1.07 in initial state and local tax revenue will result from production in the state of California."*

The full article can be read here: bit.ly/3JCv2c0

Print and Digital Advertising:

Creative Handbook - We renewed our enhanced listing and half page ad in the annual guide which is distributed at events, by direct mail, and online with a monthly reach of over 18,000 industry professionals.

Website:

FilmShasta.com: 12,000 users, 16,000 sessions, 94.6% US based users; over 9,700 users visited the site in January with 15% returning in February. Top pages were the home page and production needs which lists current opportunities for locals.

FilmTehama.com: website went live in March featuring over 80 locations, a promo reel on the home page, and local permitting information. Analytics will be included in future reports.

Social Media:

Film Shasta - Facebook – 26 posts; reach of 22,460, 15,226 current likes; Instagram – 1,137 followers, 4 posts, 564 reached,

Film Tehama - Facebook - 10 posts, reach of 884, 96 current likes

E-Newletters: 7,488 recipients, 2,152 opens, 46 clicks

Three newsletters were sent out this quarter featuring local cast/crew needs, Old City Hall highlight, quarterly report, urgent casting call, local propmaster Alan Carnes/Go2Effects highlight, Tehama County location highlight, Sundial Film Festival submissions and an update on extras call.

METRICS CONTINUED

Events Attended:
This quarter the film commissioner attended the following events:

- **AFCI Member Meeting**, Jan 23, Feb 23, Mar 23;
- Guest Speaker at **CALED, Rural Exchange** Feb 16
- **Film USA** Mar 2
- **MESA Smart Content** Mar 10
- **CFC Board Meeting**, Mar 11
- **FLICS Board Meeting** Catalina/Los Angeles Mar 15;
- **Sonoma International Film Festival** Mar 23-27,

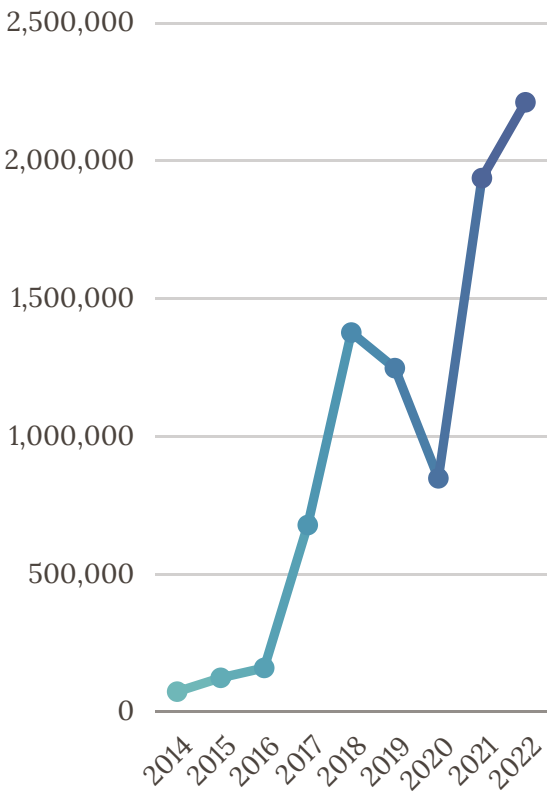
The film commissioner attended the quarterly FLICS Board Meeting in person in Catalina on March 15th. During the trip two production meetings occurred, a meeting with the directors of the Catalina Film Festival which resulted in an invitation to participate on a panel at their September event in Long Beach and Catalina.

Additionally, this is Film Shasta's third year sponsoring the Sonoma International Film Festival. This year's event was held March 23-27. Film Shasta sponsored and attended the event. We sponsored an expert panel, our commercial was shared with festival attendees, we had exclusive access to filmmaker events, and we were able to target gifts to filmmakers and media attendees.

Links to Released Projects:

- **Ruger the Rude Dog, indie film had a second week long screening at Valley 11 Cinemas**
- **Humpty Dumpty, music video: https://bit.ly/37UXw2t**
- **XANS, music video: https://bit.ly/3qAIMfA**
- **Dog, indie film: https://bit.ly/3tCyiyu**

These projects filmed throughout Shasta and Tehama Counties including Cottonwood, Redding, Anderson, Manton, and Red Bluff.

ECONOMIC IMPACT CHART

First quarter into 2022 and we have already surpassed our best year on record for economic impacts from productions filming in our region.