

# QUARTERLY REPORT APR-JUN 2023

*Upstate California Film Commission*



# A MESSAGE FROM THE FILM COMMISSIONER

As the industry strikes continue, with impacts reaching around the country and world, we are also feeling some of those impacts locally. However, as many of our friends in the industry are doing, we are utilizing this time to catch up on as many administrative projects as possible, staying proactive, and at the ready when things start rolling full force again!

This quarter we hosted seventeen productions and were honored to welcome a group of amazing location professionals for a film familiarization tour! We also had the privilege of presenting to many local organizations and stakeholders and continue to be grateful for this community's ongoing support for filmmakers.

If you are looking for local filming locations and resources, or are a community member wanting to get involved, please reach out! We are here to help!

With gratitude,

*Sabrina Jurisich*

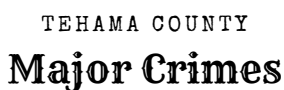
Representing Shasta, Tehama, Yuba and Sutter Counties



## 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.

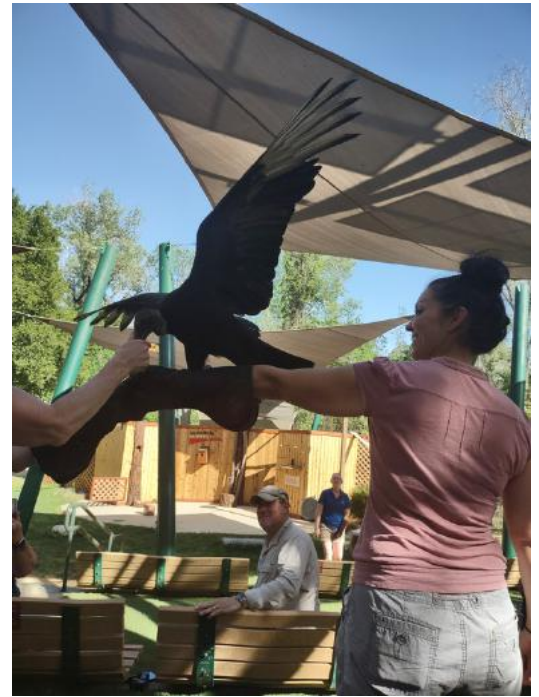
## SPECIAL THANKS TO OUR SUPPORTERS



# 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 2

**Hosted Scouts:** We hosted five scouts for commercial productions.

**Hosted productions:** This quarter we hosted seventeen projects: 4 indie films, 10 commercials, 2 episodic television, and 1 short. Combined these productions have reported 73 **shoot days**, 16 permits issued, 321 room nights, and had an **estimated economic impact** of \$1,023,750.

**Inquiries:** In addition to the hosted productions, this quarter the film office responded to **41 inquiries**.

**Upcoming productions:** We currently have 22 **pending projects** on schedule for 2023 & 2024 including commercials (5), television series (3), studio and independent films (10), shorts (2), documentaries (1), and music videos (1).

**Filmmaker database:** This quarter we added 70 contacts to our database.

**Released Projects:** *These include projects that released and/or were provided in updates by the productions this quarter.*

- FLICS Commercial <https://bit.ly/FLICSeconomicgrowth>
- Mysteries from Above - Cottage Life Television <https://bit.ly/46TPuB6>
- Noble Poets - Cell of Fear <https://bit.ly/3XW486T>
- Shasta County Homelessness Documentary Series:
  - <https://bit.ly/3rwigYd>
  - <https://bit.ly/44v7VdS>
  - <https://bit.ly/3K5xwlv>
- Shasta Lake, CA <https://bit.ly/3rHyyOg>
- Somebody's Hiding Something | Sky.com <https://bit.ly/46YvXzE>
- Superspreader - Trailer 1 <https://bit.ly/3DiRzsT>
- Toyota Test Drive Commercial <https://bit.ly/3rBQxFP>
- Toyota Still Shoot <https://bit.ly/3Ka7Nbr>
- Visit CA campaign:
  - <https://bit.ly/3NR81VO>
  - <https://bit.ly/44T1UqY>
  - <https://bit.ly/3DiMa4U>
- Visit Redding Commercials:
  - <https://bit.ly/3pYIJgI>
  - <https://bit.ly/3q2hNMY>
  - <https://bit.ly/3rJtlVR>
  - <https://bit.ly/470UEuW>

# SPRING FILM FAMILIARIZATION TOUR

We were excited to host ten award winning location professionals for our spring 2023 Film Fam! Collectively they have had 28 California On Location Award wins and over 30 more nominations. During their tour, they were welcomed by several elected officials, representatives, and local filmmakers! Over the course of three-days, they were able to experience 26 locations in Shasta and Tehama Counties including small towns, houseboats on Shasta Lake, Lake Shasta Caverns, waterfalls, private estates, Turtle Bay Exploration Park, Redding Civic Auditorium, the iconic Sundial Bridge by Santiago Calatrava, the historic Cascade Theatre, State and National Parks, and even threw in a fly-fishing lesson and e-bike tour along the Sacramento National Recreation River Trail. We are so grateful for this amazing community who welcomed them incredibly well and want to give a special thanks to our team!



# MORE METRICS

## Print and Digital Advertising:

This quarter we were featured in Creative Handbook's April e-newsletter. Our advertisement in Location International was released and we had some additional coverage in an article which can be found here: <http://locationmagazines.com/>.

## Websites:

**FilmShasta.com:** 1,400 users, 1,800 sessions

**FilmTehama.com:** 143 users, 300 sessions

**FilmYubaSutter.com:** 192 users, 1,309 sessions

**UpstateCaFilm.com:** 339 users, 2,100 sessions

## Social Media:

**Film Shasta** - Facebook - 38 posts; reach of 32,204, 16,081 followers; Instagram - 1,245 followers, 475 reached,

**Film Tehama** - Facebook - 5 posts, reach of 1,258, 376 likes

**Film Yuba-Sutter** - Facebook - 14 posts, reach of 2,206, 396 likes

**E-Newletters:** 5,526 recipients, 2,404 opens, 115 clicks

One newsletter was sent out this quarter featuring our Filming Our Way Forward Event, a filmmaker interview, upcoming events, production needs, and location highlights.

## EVENTS AND MEETINGS

### Local Presentations:

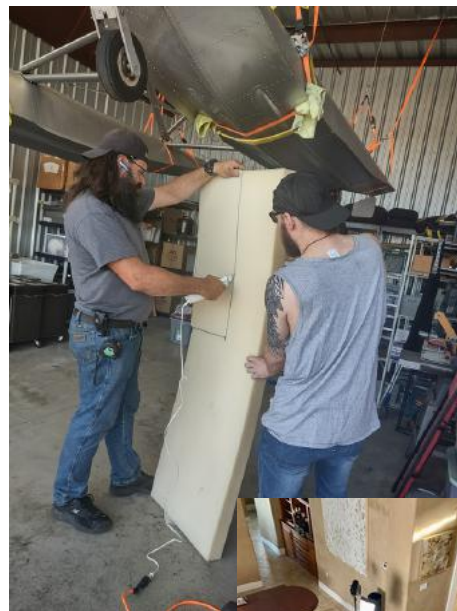
- Shasta Cascade Wonderland Assn - April 4
- Redding Exchange Club - April 6
- Leadership Redding - April 6
- Annual presentation to TCBOS May 2
- Yuba-Sutter Quarterly Stakeholder Meeting - May 3
- SCWA Tourism Summit, May 4
- Quarterly presentations to Redding City Council, SCBOS, TCBOS, Anderson, Red Bluff

### Industry Events:

- AFCI Member Meeting - April 25
- LMGI Business Partners - June 8
- FLICS Board Meeting - June 16, Ventura
- AFCI Member Meeting - June 21
- Film USA Member Meeting - June 28

### Other Events:

- Film Fam - April 27-30
- Interview with Spero Pictures
- Ruger the Rude Dog - screened 5/21 in Anderson



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