



QUARTERLY REPORT JULY-SEPT 2023

Upstate California Film Commission

A MESSAGE FROM THE FILM COMMISSIONER

We are hopeful for a resolution to come soon for the industry strikes and look forward to things returning to normal for all those who work in, support, and are impacted by filming around the state and the world.

This quarter we hosted eleven productions which is the same number as last year at this time. However, the economic impact from this year's projects was nearly 5x higher. We also had a slight increase in our number of inquiries from last year. Part of the reason for this sustained growth is that our area is typically serving non-union productions which were less impacted by the strikes and we hope this continues as we prove ourselves to be a film friendly destination for those exploring new options and as we welcome back those returning to film here.

We want to give a special thank you to award winning Location Manager Michael Glaser for the beautiful location photos throughout this report taken during his recent visit.

If you are looking for local filming locations and resources, please reach out! We are here to help!

With gratitude,

Sabrina Turisich

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.

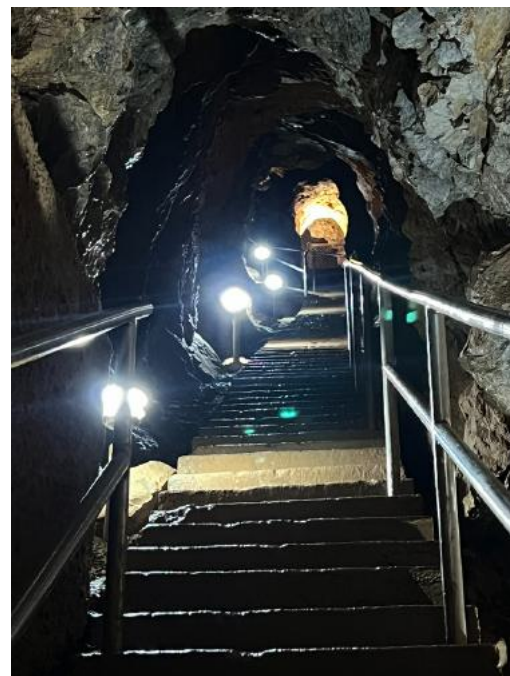
SPECIAL THANKS TO OUR SUPPORTERS



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 productions: This quarter we hosted eleven projects: 1 indie film, 3 commercials, 1 episodic television, 1 documentary, 1 student film, 1 music video, 1 web series, and 1 unspecified. Combined these productions have reported 58 **shoot days**, 136 cast/crew plus 17 local hires, 3 permits issued, 645 room nights, and had an **estimated economic impact** of \$682,350.

Inquiries: In addition to the hosted productions, this quarter the film office responded to **30 inquiries**.

Print and Digital Advertising:

This quarter we were featured in the FLICS quarterly e-newsletter highlighting the film familiarization tour we recently hosted. Our advertisement in *Destination Film Guide* was published which can be found here: <https://bit.ly/49fJpA>. Redding was also featured as a film tourism destination in *Time Out* magazine with a call out for the recently filmed *The Dresden Sun*: <https://bit.ly/45V4FIJ>.

Websites:

FilmShasta.com: 997 users, 1,363 sessions, **FilmTehama.com:** 169 users, 203 sessions

FilmYubaSutter.com: 93 users, 116 sessions, **UpstateCaFilm.com:** 337 users, 492 sessions

Social Media:

Film Shasta - Facebook - 19 posts; reach of 6,535, 16,069 followers; Instagram - 1,266 followers, 426 reached,

Film Tehama - Facebook - 3 posts, reach of 1,127, 389 followers

Film Yuba-Sutter - Facebook - 7 posts, reach of 17,238, 446 followers

E-Newletters: 8,508 recipients, 4,097 opens, 563 clicks

The six email campaigns this quarter featured our summer e-newsletter, promotion for the upcoming filmmaker event, and COLA nominations.



EVENTS AND MEETINGS

Industry Meetings and Events:

- AFCI Member Meeting, July 20, Zoom
- Meet the 2023 LMGI Awards Nominees August 13, Zoom
- AFCI Overcoming Strike Related Challenges August 16, Zoom
- Meet the 2023 LMGI Awards Nominees August 19, Zoom
- AFCI Member Meeting, August 24, Zoom
- FLICS/Teamsters Summer Social, August 24, The Garland Los Angeles
- LMGI Through Our Eyes/20th Anniversary Celebration, August 25, Los Angeles
- LMGI Awards, August 26, Santa Monica
- FLICS Board Meeting, September 14 San Diego
- NFMLA Panel, August 25, Burbank
- Film USA Sept 13, Zoom
- AFCI Member Meeting September 21

Local Events & Presentations:

- UCFC Board Meeting, September 7, Zoom
- Quarterly updates to Redding City Council (9/5), Tehama County Board of Supervisors (9/12), Red Bluff City Council (9/19), Corning City Council (9/12),
- Good morning Red Bluff (9/7)
- KCNR Radio Interview: August 27 http://apps.kcncr1460.com/CMS/show/free_fire_radio/20801 with filmmakers from Yellow Bird Angus Benfield and Tony Jerris
- Interview on City of Redding podcast 9/28

OTHER COMMISSION NEWS

We are excited to share we have a new member of our team- Lorna Ramsay! Kate was able to do a few weeks of training before departing for Los Angeles to pursue her career further. We aren't saying goodbye to Kate though! She is already booked to work on an upcoming feature and will be assisting during the COLA Awards show in LA this December. Another milestone for us for the first time in several years, we have a physical office again! We are happily located in downtown Redding.



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