



RIVERSIDE COUNTY

CALIFORNIA



"If You're Working We're Working"



PROMOTE AND MARKET FILM PROJECTS THROUGHOUT THE COUNTY.....	3 - 4
TRACK PERTINENT DATA	4 - 8
PROVIDE FILM INDUSTRY STANDARDS OF SERVICE TO LOCATION MANAGERS AND PRODUCERS.....	8-9
MAINTAIN AND MANAGE AN INFORMATIVE WEBSITE	10
MAINTAIN AND MANAGE THE LOCATION LIBRARY	11
DEVELOP A STRATEGY FOR TAX INCENTIVES....	11
ADDITIONAL BUSINESS ATTRACTION.....	11
ECONOMIC IMPACT REPORT	12

FINDING HIDDEN INDUSTRY TREASURES IN RIVERSIDE COUNTY



LA CIRCUS

The LA Circus is a nonprofit inner city children's project tucked away in the small Riverside County community of Pedley. Wini McKay & Chester Cable have been doing circus skills workshops in inner city schools for the past 15 years. They also have an outreach program to take up and coming circus performers from 3 major circus schools in California to Japan for an annual cultural exchange program. They have the largest collection of vintage circus and carnival equipment in the world that they rent out as props to the film

industry. They also have filmed many prestigious projects at their property in Pedley. A few of them are America's Next Top Model, Glamour Magazine, T-Pain Album Cover

(continued on page 2)

2008 ANNUAL FILM REPORT

HAVE TRUNK WILL TRAVEL

Kari & Gary Johnson's mission is to provide the public with safe, educational and recreational access to the earth's most wonderful mammal, the elephant.

Have Trunk Will Travel is a family of people (who are privately funded) that truly cares about the well being of elephants. The income generated by giving rides, doing shows, special events, movies and commercials is used to care for the elephants and provide for their futures.

There are two kinds of elephants, African and Asian. The Johnson's elephants are Asian who are an endangered species. If drastic measures to protect them are not taken, they are in danger of becoming extinct. As human

(continued on page 2)



Photo credit: Mikhael Griffin



(continued from cover page)

shoot (among other top music video artists), and currently they are bidding for a feature in 2010 that is circus related. If you see a circus on your favorite TV show or commercial chances are, it came from Wini & Chester.

(continued from cover page)

population increases in Asia and Africa, there becomes less and less room for elephants and other wildlife. Given the situation, it becomes evident that the key to the elephant's survival is to nurture and breed them under human care. www.havetrunkwilltravel.com



Photo credit: Larry Pearson



Photo credit: Mikhael Griffin

PERRIS VALLEY AIRPORT

Playing host to thousands of jumps a year, Perris Valley, California is one of the most popular drop zones in the world. In fact a number of records have been set at California's Skypark, including the use of a one-of-a-kind jet that was designed specifically for skydiving.

Not only is this location know throughout the world where you can get the best training available, this airport also houses some of the most sought after skydive stuntmen and cameramen in the nation. Here is a list of just a few who work with the film industry.

(continued on page 3)



Photo credit: Mikhael Griffin



Photo credit: Randall Duryea

(continued from page 2)

Jim Wallace – stunt coordinator – Bucket List, Navy Seals, Point Break, Airforce 1 plus many others

Gianni Biasetti – Stunt coordinator - The Lost Gold of Khar, The Second Time , Iron Man , CSI: Miami, Live Free or Die Hard, plus many others

Greg O'Brien – Aerial Photographer – Bucket List (which happened to film at the airport as well)

www.perrisvalleyairport.com

www.jimwallaceskydiving.com

www.stuntworldinc.com

PROMOTE AND MARKET FILM PROJECTS THROUGHOUT THE COUNTY INDUSTRY TRADE SHOWS

CALIFORNIA ONLY “POWER” BREAKFAST

The 2008 California Only “Power” Breakfast attracted 200 invited Industry guests which included L.A. production companies, Japanese production companies, Location Managers/scouts and Production Managers. This gave all of the Film Commissions in the State the opportunity to market their jurisdictions to a great audience. A special two sided flyer was designed specifically for this event to market the diversity of Riverside County.



CALIFORNIA ON LOCATION AWARDS (COLA)

The 14th Annual California On Location Awards was hosted by the Ritz Carlton in Marina del Rey. The event for the second year was streamed LIVE over the Internet courtesy of NiftyTV.com and was well received. This event is by invitation only to Industry Professionals and is not open to the public, so having the ability to stream the event live gave us a creative way to market our jurisdictions and the State.

The IEFC was especially proud that Aaron Adams, Assistant City Manager of Temecula, who was one of three finalists from across the State for the Public Employee of the Year – City award. Congratulations to Aaron Adams for “thinking out of the box!”



Photo credit: Scott Dewees



LOCATIONS EXPO / TRADE SHOW

The IEFC exhibited at the Locations Trade Show in Santa Monica on April 12 – 14, 2008. This show attendance has decreased yearly due to incentive packages being offered by approx. 40 plus states as well as many countries around the world. However, we still had great opportunities to present the County of Riverside and the diversity of the County to hundreds of individuals.

INAUGURAL CALIFORNIA ONLY TRADE SHOW

In response to the overwhelming challenges of State and International Production Incentives at the Locations Expo, the FLICS organized the California Only Trade Show.

The goal of this event was to highlight the diversity of locations and ease of permitting throughout the State. As the lead Film Commission in this effort, we were extremely pleased with the response from the Film Industry. Approximately 175 plus Professionals enjoyed the “Name this Location” game, good food and networking with 27 Film Commissions throughout the state.



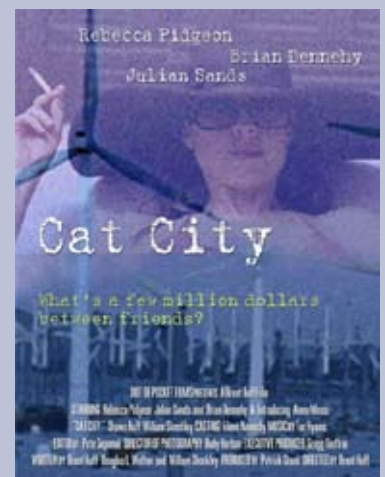
TRACK PERTINENT DATA/FEATURE FILM HIGHLIGHTS

CAT CITY (Out of Pocket Films)

Plot Summary: What’s a few million dollars between friends?

Filmmakers: Brent Huff - Director / Writer (writer), William Shockley - (writer)

Cast in credit order: Rebecca Pidgeon – Victoria Compton; Julian Sands – Nick Compton; Brian Dennehy – Harold; Alano Massi – Jonas McCaw/Vance Rowland; Shawn Huff



THE UGLY TRUTH
(Lakeshore Entertainment/Columbia Pictures)

Plot Summary: A romantically challenged morning show producer (Heigl) is reluctantly embroiled in a series of outrageous tests by her chauvinistic correspondent (Butler) to prove his theories on relationships and help her find love. His clever ploys, however, lead to an unexpected result.

Filmmakers: Robert Luketic - Director

Cast in credits order: Katherine Heigl – Abby; Gerard Butler – Mike; Bree Turner – Joy; Eric Winter – Colin; Nick Searcy – Stuart; Jesse Goins – Cliff.

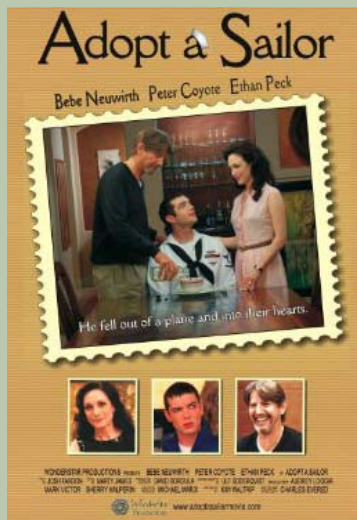


ADOPT A SAILOR (Wonderstar Productions)

Plot Summary: Adopt A Sailor is about Patricia and Richard, a successful and hip couple from New York City who inadvertently “adopt a sailor” during Fleet Week in New York City and the young man from Turkey Scratch, Arkansas who changes their lives forever.

Filmmakers: Charles Evered - Director / Writer (writer), Sherry Halperin - Producer, Kim Waltrip - Producer

Cast in credits order: Bebe Neuwirth – Patricia; Peter Coyote – Richard; Ethan Peck - Sailor



SHOOT THE HERO (Blue Moxie Entertainment)

Plot Summary: A 30-something couple unintentionally become involved in a botched jewel heist while shopping for wedding rings. The plot thickens when the crooked casino owner who engineered the heist hires two unassuming hit men to clean up the mess, and the soon-to-be husband and wife find themselves discovering new things about themselves and their relationship.

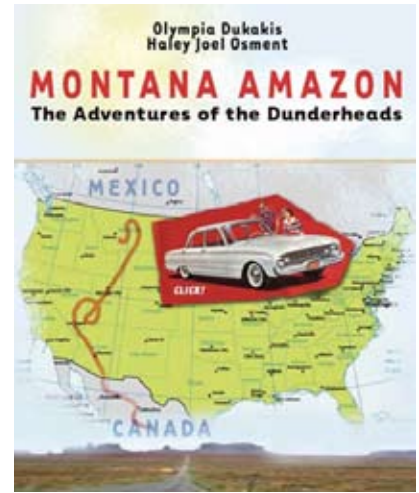
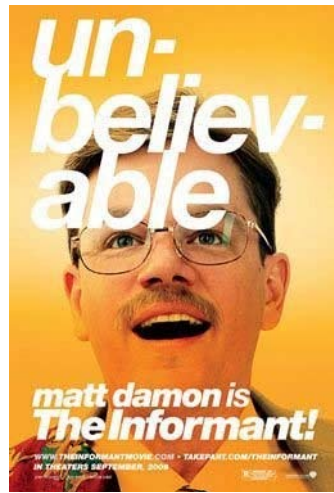
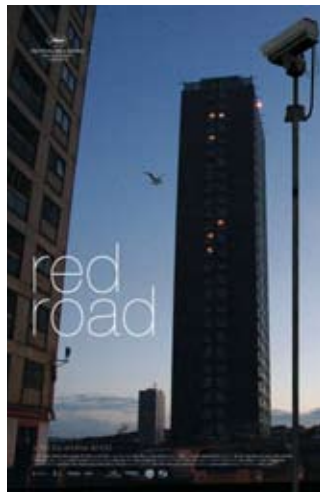
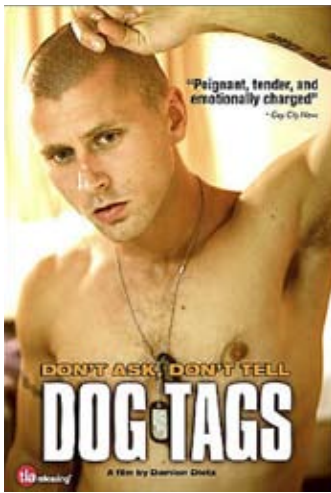
Filmmakers: Christian Sesma - Director / Writer / Producer, Denise DuBarry

Cast - in credits order: Samantha Lockwood – Kate; Jason Newes – Nat; Danny Trejo – Crazy Joe; Nic.Nac – Fat Smith and Mike Hatton – Thin Smith

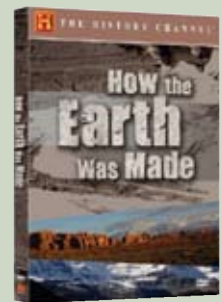


OTHER FEATURES INCLUDE*

Senator Entertainment's *The Informant* (Desert Center); New Media Entertainment's *Dog Tags* (Palm Springs); No Luck Joe Productions' *Suckerpunch* (Palm Springs, Murrieta & Temecula); The World Maurice International Company's *More Rice* (Riverside); 100 to 1 Productions' *Red Road* (Palm Springs); BBC's *Fast Track* (Palm Springs); Brainstorm Productions' *Exodus Fall* (Lake Fulmor near Pine Wood) and Montana Amazon Productions' *Montana Amazon* (Palm Springs & Bermuda Dunes)



(*) a complete list of filming activity is available upon request



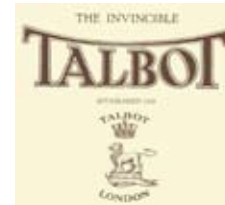
EPISODIC & REALITY TV*

Pioneer Productions *How the Earth was Made* (Palm Springs); 51 Minds' *Love Struck* (Palm Springs); Warner Bros' *The Mentalist* (Hwy 111); Telemundo Network Group's *Un Grito De Independencia* (Palm Springs); Ricochet Television's *Supernanny* (Temecula & Murrieta); *Parental Control* (Pedley & Sunnyslope); GRB Entertainment's *The Secret Life of a Soccer Mom* (Menifee); A Day With, Inc.'s *Gene Simmons Family Jewels* (Palm Springs); Darlow Smithson Productions *Smash Lab* (Desert Center); Docu-Group, Inc. *Redneck Dreams* (Temecula); Emerging Creation Productions' *Life From the Vine* (Temecula); Little Pond Advertising *The Janice Dickinson Modeling Agency* (Pedley); Motro Productions' *Mobile Home Makeover* (Hwy 111); New Remote Productions' *Life of Ryan* (Palm Springs); Space Between Productions *Trading Spaces* (Moreno Valley & Woodcrest); WGBH Educational Foundation *Antiques Roadshow* (Palm Springs); State Penn's *Obsessed* (Palm Springs); And Syndicated *Sadie Hawkins* ((Palm Springs); Espionage, Inc's *Lucky Chance* (Palm Springs).

STILL PHOTOGRAPHY

Nissan (Idyllwild); **Harrods** (Palm Springs & Lake Cahuilla); **Dillard's** (Thousand Palms & Palm Springs); **Getty Images** (Idyllwild); **Reebok** (Windmills & Palm Springs); **Italian Vanity Fair Magazine** (Palm Springs); **Kipling Handbags** (Palm Springs); **Marshalls** (Palm Springs); **Chicos** (Palm Springs); **Faison Jersey** (Palm Springs); **Icon** (Mead Valley); **Issue One Magazine** (Palm Springs); **J. Jill Catalog** ((Palm Springs); **Talbots** (Palm Springs); **Le Officiel Hommes Magazine** (Palm springs); **The Felt Hat Lucy** shoot (Palm Springs); **Macy's** Mens Book (Palm Springs); **Prisman** (Palm Springs); **Sangria** (Palm Springs); **American Eagle** (Palm Springs & Whitewater); **Novitex Fashion** (Palm Springs); **Ladies Wear for Magazines** (Palm Desert); **Italian Marie Claire Magazine** (Bermuda Dunes); **Victoria Secret** (Palm Springs); **Flair Magazine** (Palm Springs); **Dodge** (Palm Springs area); **Masami Nagasawa** – Japanese Actress (Twentynine Palms & Palm Springs); **NEXT** Accessories (Palm Springs & Rancho Mirage); **CTTC HD Footage Library** (Palm Springs); **Adam & Eve** Catalog (Mountain Center); **Boston Proper** (Palm Springs); **Businessweek** (Palm Springs & Joshua Tree National Park); **Subaru** (Mira Loma); **Chadwick's Early Spring** (Palm Springs); **Chase Jarvis Photography** (Palm Desert & Rancho Mirage); **Wondertime** (Palm Springs); **Robert Barrett Pictures** (Rancho Mirage); **BMW** (Salton Sea); **Bill Diodato** (Joshua Tree National Park); **Italian Flair Magazine** (Palm Springs); **Design Within Reach** April Catalog (Palm Springs); **J. Jill Catalog** (Palm springs); **Manimal Instincts** (Joshua Tree National Park); **Gian Photography** (Palm Springs); **Latoya Kears** (Palm Springs); **Issue One Magazine** (Palm Springs); **Trina Turk** (Palm Springs); **T pain Thr33 Ringz** (Pedley); **Self Magazine** (Palm Springs); **Liv Jo** (Palm Springs); **Levi's** (Palm Springs, Salton Sea & Indio); **Lands End** (Palm Springs); **Alan Vanderkay** (Thermal); **17 Magazine** (Palm Springs); **TJ Maxx** (Palm Springs); **Crea Traveler** (Palm Springs); **Oakley** (Pedley); **The Limited** (Palm Springs); **The Buckle** (Palm Springs); **Super Cube** (Palm Springs); **Glamour Magazine** (Palm Springs); **Taugheuer Watches** (Palm Springs); **Las Pata Decaro** (Palm Desert); **Arbonne** (Palm Springs); **Report Shoes** (Palm Springs); **Avon** (Palm Springs); **Neiman Marcus** (Palm Springs); **Elle Magazine** (Desert Center & Palm springs); **Calvin Klein** (Desert Hot Springs); **Bloomingdales** (Windmills & Desert Hot Springs); **J-Lo Spring '09** ad campaign (Palm Springs); **Vitamin A sportswear** (Palm Springs); **Five to Nine Magazine** (Palm Springs); **GMC** (Windmills & Palm Springs); **Invisalign** (Palm springs); **Meg Dia** (Idyllwild); **Austen Reed** (Joshua Tree National Park).

In addition to the productions listed above, Riverside County had numerous music videos*, Documentaries*, Industrial videos* and student films*.



LANDS' END

Harrods



Japanese Actress
Masami Nagasawa





COMMERCIALS

Ford (Thermal); **Venus** (Pedley); **Target** (Lake Cahuilla & windmills); **Spray Racer** (Palm Springs); HDP – **Prototype** (Palm Springs); **AARP** (Idyllwild & Mountain Center); **Child's Play** (Temecula); **VW** (Desert Hot Springs); **Toyota Venza** (Cabazon); **Playstation** (Thermal Airport); **Lincoln** (Bristol Salt Flats); **Nordstrom** (Rancho Mirage); **A Private Oasis** (Temecula); **Ultimate Band Viral** (Sun City); **Backroom Commercial** (Palm Springs); **Church of Scientology** (Palm Springs); **Next Directory** (Palm Springs); **Punse Partner** (Palm springs); **Maytag** (Morongo Casino); **World Book Explains** (Palm Springs); **Target/Rogan** (Palm Springs); **BMW** (Temecula); **Sprint** (Palm Springs & Joshua Tree National Park); **Repower America** (Palm Springs); **MDV** (Mountain Center); and **Venue** (Pedley).

PROVIDE FILM INDUSTRY STANDARDS OF SERVICE TO LOCATION MANAGERS AND PRODUCERS

The Inland Empire Film Commission provides production, location, permitting, and troubleshooting assistance to filmmakers on a daily basis. This customer service included acting as the primary liaison between the entertainment industry and all levels of government to eliminate barriers to filming in the County.

By responding informatively and quickly, the IEFC and our partners throughout the County of Riverside were able to secure numerous projects and to keep film work moving smoothly throughout the County. The Inland Empire Film Commission met the following responsibilities of service:

- Planned, scheduled, and assisted on numerous scouting tours in the County.
- Reported to the press (local and beyond) about the numbers and types of film productions in the County, popular filming locations, which studios are scouting with us, what the Film Commission does, other requested information.

FILM FESTIVALS/FAM TOURS



FILM FESTIVALS: The IEFC and the Palm Springs Film Alliance marketed the County's diversity, crew and service support for production companies during the Palm Springs International Film Festival.



FAM TOURS: Numerous partners in the County have enabled the IEFC to showcase some of Riverside County's premier locations. The numerous locations, ease of permitting and minimal travel time enables a filmmaker to often work within his budgets as well as keep his production closer to home.

The FAM tour started at the Host property – The Mission Inn – and included locations like Have Trunk Will Travel in Perris where the attendees got the privilege to ride a movie elephant. The FAM ended with a winery tour and dinner at Bailey's in Old Town Temecula.



Photo credit: Kent Matsuoka

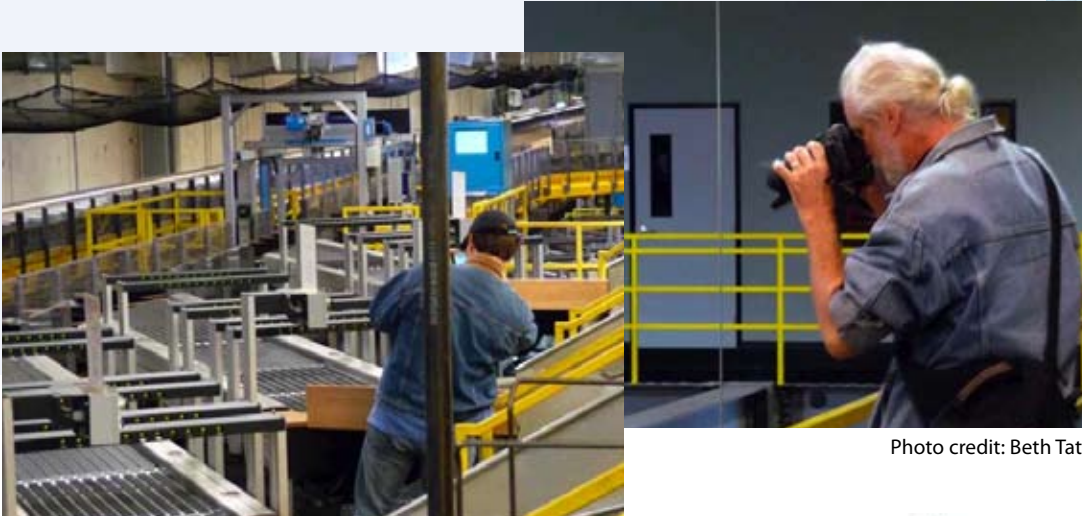


Photo credit: Beth Tate

Photo credit: Beth Tate

IEFC SATELLITE OFFICES

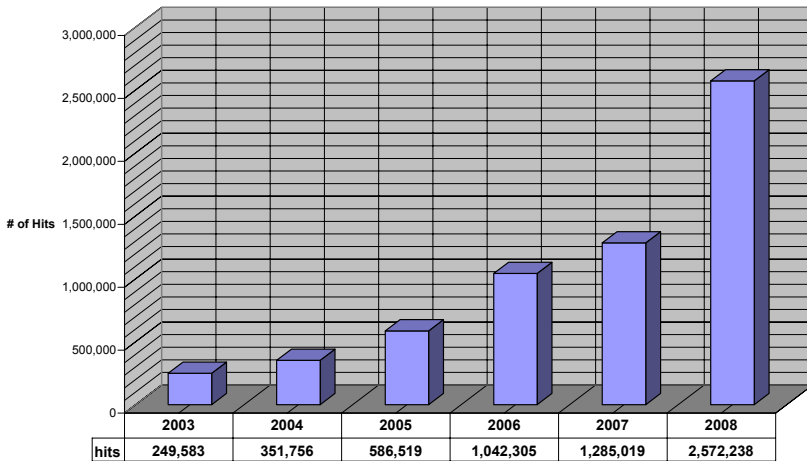
PALM SPRINGS

The IEFC's satellite office in the City of Palm Springs is manned by Colleen Gross. Both the IEFC staff and Colleen have proven to be a strong support for production companies when coming into the Eastern portion of the County. All of this is a "Win-Win" situation for the County of Riverside and the IEFC. Check out the website at www.filmpalmsprings.com.

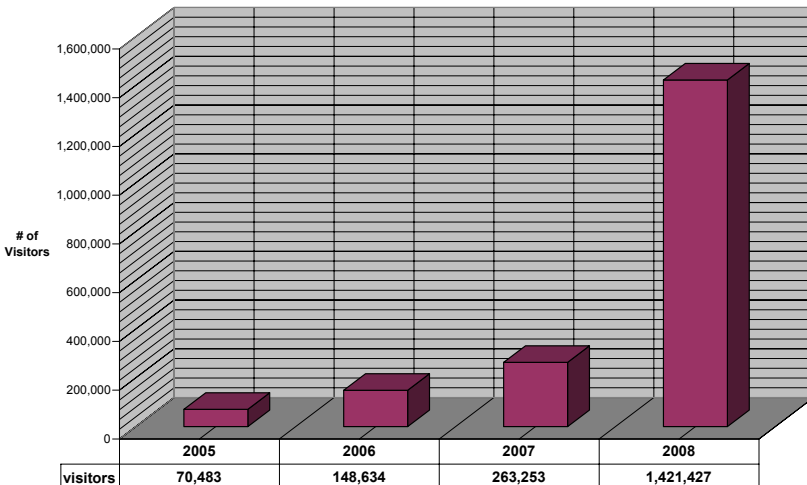


Above: IEFC Director, Sheri Davis and Colleen Gross in the Palm Springs office.

www.filminlandempire.com
Hits History Chart



www.filminlandempire.com
Visitor History Chart



MAINTAIN AND MANAGE AN INFORMATIVE WEBSITE

www.filminlandempire.com, is being used every month at a growing rate. The website is sophisticated and showcases Inland Empire locations (broken down by location type), pertinent information on the Inland Empire cities, maps, permit details, and productions that have filmed here.

- **www.filmpalmsprings.com** offers the Industry a more focused website for their ease in scouting the Coachella Valley.
- We encouraged two Riverside County cities to develop websites that we can use to drive traffic specifically to their jurisdictions.
- **www.filmcorona.com** highlights locations throughout the City of Corona and surrounding area.
- The City of Temecula will be working with us to develop their site specifically for production companies.





Welcome to the official Palm Springs Film Office and Palm Springs Film Alliance web site. We've made every attempt to create a space that suits the needs of both local media professionals and productions coming into the Palm Springs / Desert Cities / Coachella Valley area to shoot their projects.

From here, outside production companies can find information on how to save money using local professional crew, how to find the best locations, getting the sweetest deal on film friendly accommodations, streamlining the film permit process, locate quality vendors and services such as catering, props, security, hardware, vehicle rental, generators, studios & sound stages, honeywagons, animal wranglers, jibs, cranes, grip and electric truck packages, and much more... if it's in the Coachella Valley, it'll be on this site.

For local crew and those affiliated with the entertainment industry in the Coachella Valley, this site is your place to find information, news, meeting schedules, job listings and just about anything pertaining to the everyday workings of film, TV and still shoots in our great area.

We also want you to know that this site, and the Film Alliance itself, is a work in progress. Any ideas or creative criticisms you have are welcome. Enjoy!

Copyright 2008 Inland Empire Film Commission, Palm Springs Film Office, Marc Havalby & Vivid Litars. All Rights Reserved. All other copyrights per their respective owner(s). No images or other copyrighted material from this site may be copied or used in any way except per written consent by the owner(s). Information presented on this site is believed to be accurate, but no guarantee is made to the accuracy or completeness of any information herein. Use of information from this site is at the users own risk.



MAINTAIN AND MANAGE THE LOCATION LIBRARY

The IEFC updates our website with new locations on a regular basis. The industry continually requests locations to be listed by categories, not by Governmental Jurisdiction. To cater to the location community's request, we made sure our website conforms to their needs.

Since we updated our web-based library to this format, we have received nothing by compliments from the industry. We are also limiting the number of photos per location, depending on the diversity of the location, as we feel that it is imperative that we get the location community on the ground in the Inland Empire.

We showcase over 250 locations within the County of Riverside. Our on-line library should create an awareness of the diversity of the region and create the need for a producer or director "to see more."

DEVELOP A STRATEGY FOR TAX INCENTIVES

The IEFC has had several meetings in Sacramento regarding tax incentives at the State level. At this point, even though Senator Perrata on a conference call committed to a bill for Incentives in 2008, there has been no real move forward. The FLICS are preparing language for a bill that we hope some legislators will complete and present on our behalf. Our bill would mirror the "Film California First" bill but would not apply to filming in the zone. We feel that this will push filming out of Los Angeles into the rest of California. Hopefully by doing this, Legislators outside of the "zone" will find the "will" and give us tools to level the playing field with other states and countries who have already developed local tax incentives.

The IEFC has presented a plan to the Coachella Valley that will provide incentives primarily to local production companies who reside in the County. This will support our local film businesses and help them grow, be more productive and benefit the Region, if adopted.

**FOR CALIFORNIA FILM INCENTIVES.....
PLEASE CONTACT YOUR LEGISLATOR DIRECTLY**
(Together we can prevent the below from happening anymore)



GO TO:
[HTTP://WWW.LEGINFO.CA.GOV/YOURLEG.HTML](http://www.LEGINFO.CA.GOV/YOURLEG.HTML)

ENTER YOUR ZIP CODE AND IT WILL LIST ALL OF YOUR REPRESENTATIVES WITH PHONE NUMBERS AND ADDRESSES.

IF YOU WRITING A LETTER – PLEASE SEND IT TO THEIR SACRAMENTO ADDRESS AND INDICATE THAT YOU ARE ONE OF THEIR CONSTITUENTS.

A PHONE CALL ALSO WORKS EXTREMELY WELL!

CALIFORNIA IS ONE OF ONLY 7-8 STATES THAT DOES NOT OFFER FILM INCENTIVES.....".

Financial incentives will help us level the playing field so productions can stay here. More jobs for - electricians, grips, carpenters, camera operators, drivers, make-up artists, and caterers. More spending at thousands of small businesses throughout the state.

U.S. incentives are increasing filming in other states; as they have in other countries for years. WHY? These are well paying jobs with benefits; it is non-polluting, and supports hundreds of small businesses.

The film industry is an essential source of ECONOMIC ACTIVITY, TAX REVENUE, JOBS and TOURISM for California

Film, television and commercial productions create and sustain jobs; support thousands of small businesses, and generate significant revenue for both state and local governments.

THANK YOU FOR HELPING



ADDITIONAL BUSINESS ATTRACTION EFFORTS

POTENTIAL FILM STUDIO ON THE DRAWING BOARDS

The Tactical Media is a production company out of Los Angeles that wants to relocate to the Inland Empire. Tactical Media is owned and operated by retired Marines who train actors to look like experienced military for various TV shows and feature films. Some of the TV projects they have worked on are; "NCIS", "The Unit", "Criminal Minds", "The Sarah Conner Chronicles", "Cold Case", "NUMB3RS", "CSI: Miami", "Bones", "Jericho" and "24." Features include: "Punisher: War Zone" from Lionsgate / Sony Pictures.



Tactical Media is searching for 15-20 acres of land in the Coachella Valley to build a training / film complex. They have scouted land near Desert Hot Springs as well as opened talks with the Morongo Band of Mission Indians to lease tribal lands in the Cabazon area. Things look very positive and we are confident that they will land in Riverside County.



Predators in Action is considering a move from their land off Hwy 38 down to a more central area off of the mountain. During our meeting in May with the Chairman of the Entertainment Committee for the Palm Springs Chamber of Commerce to discuss various ideas, promotions, etc. for filming in Palm Springs, we brought up Predators in Action and their entertainment value for Tourism. This information was well received and another meeting has been scheduled.

We are currently working and assisting Kevin Murray (former Senator Murray), Senior Vice President with the William Morris Agency, who wants to partner with someone in developing a studio in Riverside county. Once again, the Morongo Indians have stepped-up and held meetings with Kevin. At this point, it appears that this is also moving forward.



ECONOMIC IMPACT

2008 Riverside County Economic Impact for Filming \$13,551,000

For more information,
please contact:

Sheri Davis, Director
1201 Research Park Dr., Suite 100
Riverside, CA 92507
sheridavis@filminlandempire.com
Tel: 951-779-6700 x231
Mobile: 951-377-7849
Fax: 951-779-0294

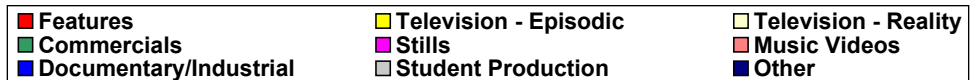
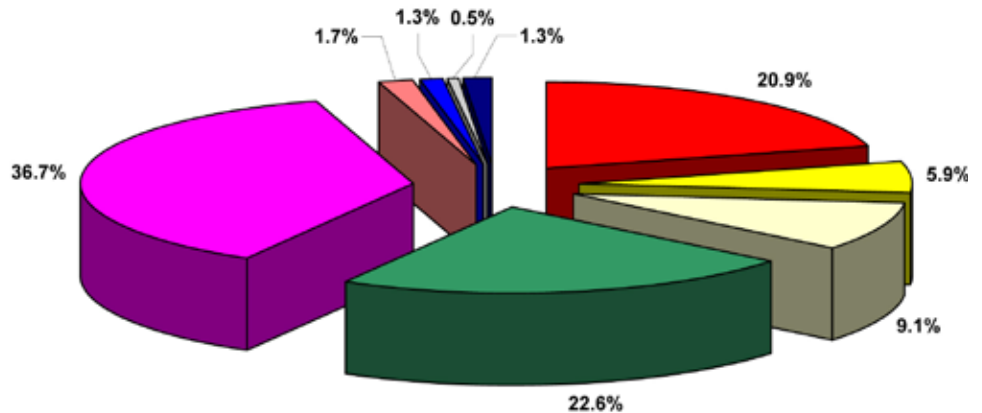
Dan Taylor, Deputy Director
1201 Research Park Dr., Suite 100
Riverside, CA 92507
dtaylor@filminlandempire.com
Tel: 951-779-6700 x223
Mobile: 951-232-1271
Fax: 951-779-0294

Palm Springs Film Office

Colleen Gross
500 So. Palm Canyon Drive,
Ste. 222
Palm Springs, CA 92264
Tel: 760.864.1313

ie INLAND EMPIRE
FILM COMMISSION
A Division of the Inland Empire Economic Partnership

www.filminlandempire.com



Filming Trend Comparison in Riverside County 2005 – 2008

