

"If You're Working We're Working"

ie INLAND EMPIRE
FILM COMMISSION

A Division of the Inland Empire Economic Partnership

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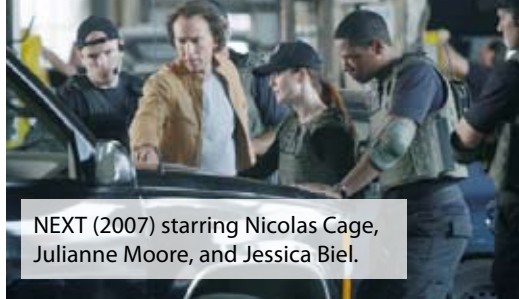
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NEXT (2007) starring Nicolas Cage, Julianne Moore, and Jessica Biel.



RIVERSIDE COUNTY CALIFORNIA



2006 YEAR END FILM REPORT

Motion picture and television production is of major economic importance to California. It is a \$33 billion industry that sustains 300,000 jobs for the state. Film productions produce revenue in the form of permit fees, and boost the local economy by using local hotels, restaurants, suppliers, and transportation.

One of the County's tools for capturing its piece of film industry prosperity is the IEF. The IEF has been working hard to increase feature filming, videography, episodics, and still photography in our region.



"Hurt" is the second single written by Christina Aguilera, Linda Perry and Mark Ronson for Aguilera's third album Back to Basics (2006). The music video was shot in the unincorporated area of Pedley.

PALM SPRINGS FILM ALLIANCE

The Palm Springs Film Alliance (PSFA) was developed approximately two (2) years ago by the Film Commission for the sole purpose of developing and encouraging film activities in the Coachella Valley. It is exciting to see the professional crew and service providers join each year as the Members of the Alliance are working together to explore and promote both short and long projects. The meetings are held on the third Wednesday of every month.



TASK 1 –

PROMOTE AND MARKET FILM PROJECTS THROUGHOUT THE COUNTY -

In 2006, in order to secure economic gain, the Inland Empire Film Commission accomplished the following marketing opportunities:

SPECIALIZED SCOUTING -

We have designed and implemented numerous location scouts and have involved many local businesses who are eager and active in working to get more production into the County. "I can appreciate how much work these tours require and yet the IEFC makes it appear so effortless. Everything you touch oozes class," stated Richard McMillan, Location Manager. John Grant's comments to the IEFC were "Thank you for a well planned and well executed tour as always! It is a privilege to work with the IEFC and call you a colleague."

FILM FESTIVALS -



The IEFC promoted the County's film-friendliness to filmmakers at both the Temecula Valley International Film Festival, Palm Springs

Festival of Short Films, and the Big Bear Lake International Film Festival. The IEFC met with numerous filmmakers about how the County supports filming at its diverse locations, works with its communities to help filmmakers meet their budgets, and has the infrastructure (i.e. PSFA) to sustain any size film project. Due to the fact that the industry is always in search of numerous and varied locations, any specific region is well served by a focused as well as a broad marketing approach to the diversity of locations available with minimal travel times.

INDUSTRY TRADE SHOWS -

Exhibited at the Locations Trade Show in Santa Monica in April of 2006. The trade show, produced by the Association of Film Commissioners International (AFCI), is the largest and longest running in the entertainment industry. More than 3,600 film production leaders came to see the wares of more than 235 film commissions and vendors. The Inland Empire Film Commission talked with studio executives, location scouts, movie directors, and producers about the advantages of filming in the Inland Empire with an emphasis on the mountains and desert region. Another industry trade show was the CineGear Expo which was held in Burbank in June of 2006. CineGear is the premiere trade show that focuses on the entertainment production and post production communities.



AWARDS CEREMONIES -

Riverside County enjoyed some major marketing before the film location industry via the recognition of two winners for Feature Location Professional of the year and Production Company of the year at the 12th Annual California on Location Awards (COLA) which was held October 15th at the L.A. Marriott Downtown. The COLA Awards recognizes location teams, production companies and location professionals for excellence when filming in the State of California. A number of the County’s locations were highlighted during the COLA presentation. Sheri Davis, Founder and Co-chair of the COLA event is delighted that so many honors were given to productions shot in the county as well as the recognition of Public Sector Employees who work with filming in the county.



PALM SPRINGS IEFC OFFICE -

The IEFC has a satellite production office in the City of Palm Springs with a local staff resource. This office has production space for a location manager and scouts to use during their scouting in the Coachella Valley.



Mission Impossible: III, who filmed in the County, took top honors at the COLA Awards for the Production Company/Location Team of the Year for Features for their shots at the wind mills in Coachella Valley.

TASK 2 –

TRACK PERTINENT DATA

FEATURE FILMS -

This past year, the IEFC fielded telephone calls and e-mails seeking information about where and how to film in our region. A number of independent production companies were assisted by the IEFC relative to keeping their budgets in line when filming in the County. The PSFA with their experienced crews and services was invaluable in meeting budget constraints. Through these direct contacts (including visitors who arrive at the Film Office) the IEFC brought filming to the County that might not otherwise have come. There is no other entity in the Region that offers this broad, experienced service.

The total number of production days was 737 with approximately 70% reported (the production days currently only includes a few incorporated cities and the County's unincorporated areas). The breakdown of the permitted production days are as follows: features: 89; Television: 93; Commercials: 23; corporate videos/ documentaries: 46; music videos: 3; student films: 10; and still commercial photography: 473.

The total number of dollars spent in Riverside County in 2006 by film, video, and still photography projects is not easy to calculate. With approximately 70% reported, the latest economic impact numbers for are \$24,225,500.

Riverside County's locations were perfect for a number of good feature films during the year. The largest feature to select the County was Revolution Studios/Sony Pictures "*Next*" starring Nicholas Cage. Michael Potts at the Morongo Casino worked his "magic" and the production company left raving about the great location. In addition, Anthony Hopkins' film "*Slip Stream*" found just the right look at Big Horn in Palm Desert.

Other feature films included Songbird Productions' L'Morne; Miramax Films "*The Hoax*"; Lenz Films "*Drifter*" and Into the Wild LLC's "*Into the Wild*" and Symbolic Entertainment's "*Cosmic Radio*." "*Neowolf*" was filmed entirely in the Coachella Valley and stars Agim Kaba, Michael Frascino, Heidi Johanningmeier and Veronica Cartwright. Plot outline is two young lovers face an ancient evil when a strange rock band comes to town. Penny Styles McLean (Small Potatoes Productions) was the Co-Producer on this film. She used many locals from the Palm Springs Film Alliance.

Just released this year were two feature films that shot in the Coachella Valley. The first feature "*Alpha Dog*" filmed primarily in the City of Palm springs. This film starred Bruce Willis, Justin Timberlake, Matthew Barry, Emile Hirsch and Fernando Vargas.. "*Alpha Dog*" was a drama based on the life of Jesse James Hollywood, a drug dealer who became one of the youngest men ever to be on the FBI's most wanted list. The reason behind the late release of this film is the fact that it was tied up in the courts for several years.

"*Unknown*" starring James Caviezel, Greg Kinnear, Bridget Moynahan and Joe Pantoliano shot at the Eagle Mountain mine in Desert Center. The tag line for the movie was "Trust no one. Fear everyone". The plot outline is that five men wake up in a locked-down warehouse with no memory of who they are. They are forced to figure out who is good and who is bad to stay alive.



TELEVISION PRODUCTION -

Television viewers got to see all of the varied locations offered in the County of Riverside. Just to name a few of the shows for your viewing pleasure: American Idol, "A New Life (Season 4 – A Simple Life)", "Ex Wives Club", "America's Next Top Model", "My Name is Earl", "Hidden Palms", "Miss Teen USA 2006", "Trading Spouses", "Love Smart", "Smith", "Jacob & Joshua: Nemesis Rising", and "Welcome to the Parker."

COMMERCIAL PHOTOGRAPHY -

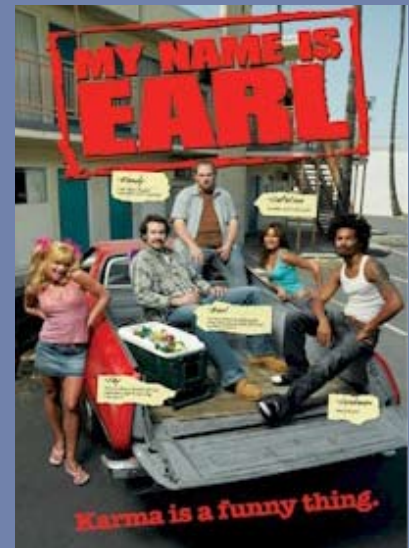
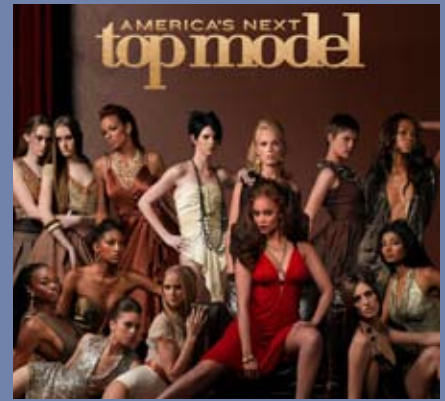
Some of the larger commercials shot in the County are: Regions Bank, Cadillac, Choice Hotels, National Open House, Neiman Marcus, RCS "Habitat" spot and Go Daddy.

STILL PHOTOGRAPHY -

Still Photography is the largest segment of production for Riverside County and has been for a number of years. The budgets for still photography can vary greatly but they certainly have increased over the years. One of the most recent still photography shoots was for Marlboro with a \$440,000 budget. Here are some of the County's locations in print for everyone to enjoy. Some of the fashion shoots included Casual Male, Bloomingdales, German Elle, Vogue, "A" Magazine, "Next" clothing, Karen Millen, Brooks Catalog, Born Shoe Ad Campaign, Macys Spring, Men's Journal, German Elle, J-Crew, Nike, Swedish Elle, Activa catalog, Teen Fashion, Esprit, Self, Vogue Australia, Norm Thompson Outfitters and Viv Magazine.

Now lets check out all still shoots for the car print ads and brochures: Saturn, Chevrolet Aveo & Impala, Mitsubshi, Ford Motor Company, Rolls Royce, Hyundai, Mercedes, Jeep, Toyota, Honda, Mazda, Honda S600, Honda Aquatrax, 3 car test – Motor Trend and Hyundai Tucson.

Some of the other still shoots in the County were: Apparel Ventures, MTC Presents, Traveler Fashion, Yokohama Tires, Firetrap, Mizuno Spring 06, Zaji Magazine, Kaiser Coachella, the Palm Springs Story, Barrie Pace, AT&T, Jacuzzi Spas, Golf for Women, Barrie Pace, Stuff Magazine, Liberty Mutual, Women's Health, N.Y. Times Style, Health Magazine Cover, Galleries La Fagettes Catalog, Solara and Lucky Magazine.



TASK 3 –

PROVIDE FILM INDUSTRY STANDARDS OF SERVICE TO LOCATION MANAGERS AND PRODUCERS

The Inland Empire Film Commission provided 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 valley 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:

- The IEFC fielded more than 7,300 telephone calls and more than 5,800 e-mails in 2006 from studio executives, film directors, producers, location managers, student filmmakers, local production companies, hotels, press, and others about the County's sites and entertainment services.
- Planned, scheduled, and conducted numerous scouting tours in the County for locations managers, scouts, and production executives. A typical scouting trip can take about ten hours around various locations within 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.

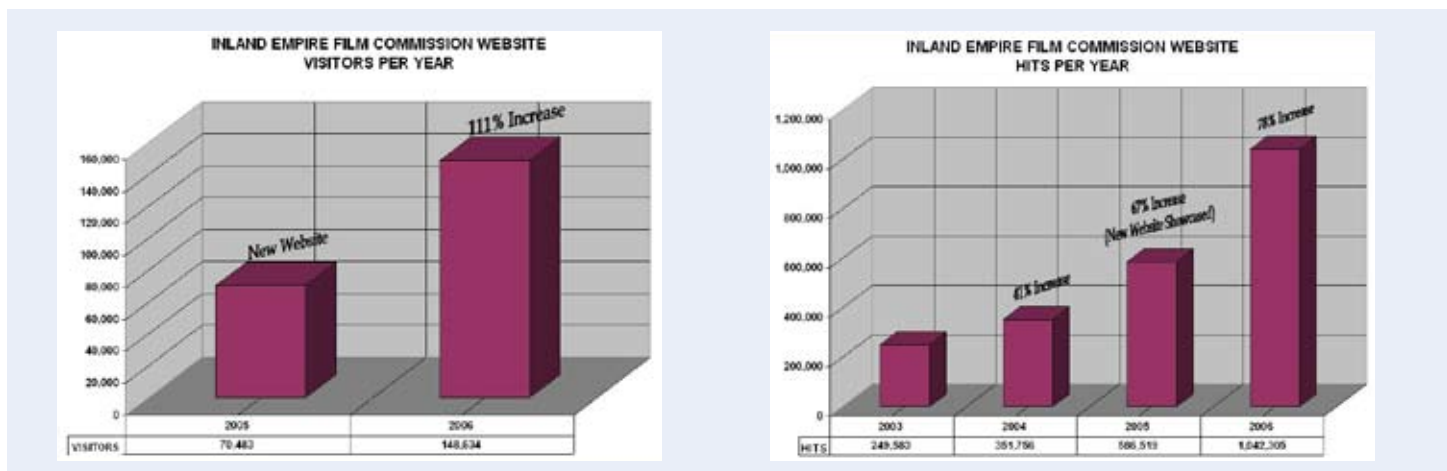
TASK 4 –

MAINTAIN AND MANAGE AN INFORMATIVE WEBSITE

The IEFC 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.

For 2006, the IEFC's website had over 1 million hits from almost 150,000 visitors. That is an average of almost 3,400 visitors a month.

At www.filminlandempire.com, visitors can link to a number of sponsoring cities and companies who help support the regional film office's mandates. Two such cities are the City of Temecula and the City of Palm Springs. The IEFC's site will soon highlight details on film-related events (film festivals, movie screenings, and seminars/tradeshows).



TASK 5 –

DEVELOP A STRATEGY FOR TAX INCENTIVES

The IEFC has been working with a number of individuals in the Region to develop local tax incentives that are sustainable regardless of the size of the production. In numerous discussions with Los Angeles based industry professionals, it has become apparent that Riverside County should consider offering countywide regional incentives. The IEFC has a plan in the works 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.

The State's "Film California First" program reimbursed qualified production companies for location fees they incurred while filming/photographing on federal, state, and local public properties in California. Unfortunately, since February 2003, the California Film Commission does not have the funds to administer "Film California First". Although the provision for this incentive program remains in the state budget, it is not certain if or when the program will resume. Since this program is stalled, a few cities have already instituted a tax incentive program (San Francisco being one of them) to bridge the gap between the film industry and the State. The IEFC would like the County to be one of the first to offer a tax incentive and therefore lead the way for the rest of the State to stop runaway production.

TASK 6 –

MAINTAIN AND MANAGE THE LOCATION LIBRARY

The IEFC continues to add new sites to its location library. The industry continually requests locations to be listed by categories, not by Governmental Jurisdiction. This is why our library is set-up; to cater to the location communities request. 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 to 3-5, 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 two-county region.

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." This serves to strengthen the relationships between the location community and the film commission.



ECONOMIC IMPACT

With approximately 70% of the reporting in, these numbers reflect filming in the County of Riverside during the calendar year of 2006. This does not include filming in the incorporated cities within the County who do not report their film activity to the IEFC.

For more information, please contact:

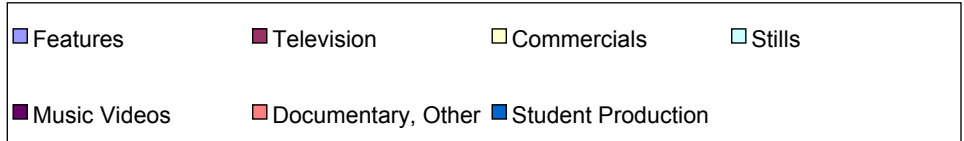
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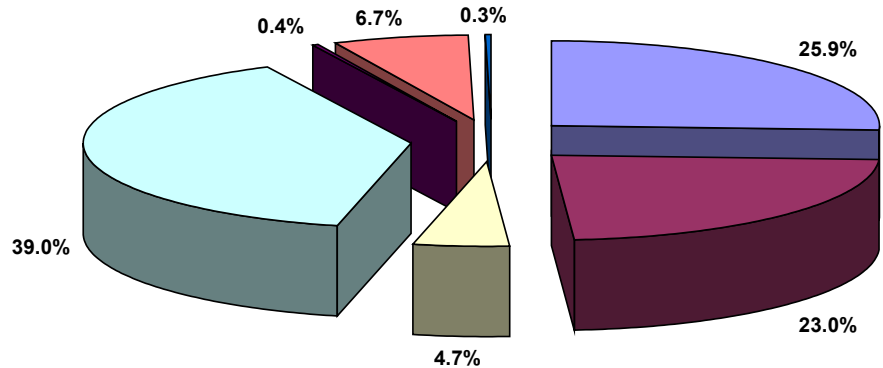
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A Division of the Inland Empire Economic Partnership
www.filminlandempire.com



2006 Riverside County
 Economic Impact Report
 \$24,225,500



County of Riverside
 2006 Film Production Days
 737 Days

