
FILM INLAND EMPIRE NEWS

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Film Commissions Across the State Unite

Film Commissions in California Form Their Own Non-Profit

Dan Taylor

Inland Empire Film Commission

In 2005, film commissions in the state stepped out from under the umbrella of the California Film Commission and formed their own non-profit. The FLICS (Film Liaisons In California, Statewide) are a group of over 44 representatives statewide who, with the support of both public and private entities, provide free assistance to production companies looking to film projects within California. With the MOU they sign with the state, they have become an important incentive to keeping filming in California.

a FLICS certified film commission is the “Good Housekeeping Seal of Approval” to the film industry

The FLICS representatives act as objective advocates for both the film industry and the communities that they serve by providing local support for on-location productions. In addition, they ensure that the production companies comply

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IE Wins Big at Annual Film Event

The California On Location Awards Honors Film Excellence

Sheri Davis

Inland Empire Film Commission

The Inland Empire took top honors at the 12th Annual California on Location Awards (COLA) held October 15th at the L.A. Marriott Downtown. The COLA Awards was established to recognize location team/Production companies and location professionals for excellence when filming in the State of California. This year’s event was a definite crowd pleaser as the audience enjoyed humorous quips and stories from Master of Ceremonies Lorin Dreyfuss. Sheri Davis, Founder and Co-chair of the COLA event is delighted that the Inland Empire as a region enjoyed four of the top honors.



ON LOCATION
Awards



Courtesy of Big Bear Locations

Strong Photography setting-up shoot on Big Bear’s China Island

Strong Photography was the Winner for Production Company of the Year in Still photography. Strong, along with Big Bear’s Alex Hamilton (Location Scout) were selected for their “PacSun” catalog shoot on China Island as well as other locations throughout the Big Bear Valley.

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with area regulations while making themselves available to help local communities resolve filming issues.

The fact that the Inland Empire Film Commission (IEFC) is certified by the FLICS organization, gives the film industry a “Good Housekeeping Seal of Approval,” ensuring them that the IEFC understands the business of filming and will be able to assist their company’s on-location efforts. Currently, Sheri Davis, Director of the IEFC, serves on the board of the FLICS as their Vice Chairperson. If you would like more information about the FLICS, you can visit their website at www.californiafilm.org. ie

Marketing the IE For Filming Is No Small Task

How the Inland Empire Film Commission Markets the IE

Dan Taylor

Inland Empire Film Commission

When one markets for their company, one needs to know the best way to reach their target audience. Sheri Davis, Director of the Inland Empire Film Commission (IEFC), has that knowledge when it comes to marketing to the film industry. “Relationships are the key” said Sheri when asked about marketing the film industry. “That is why we have to have a presence at specific film industry oriented trade shows.” The IEFC, in partnership with the Film Liaisons In California, Statewide (FLICS), attends the Locations Expo and the CineGear Expo every year to rub elbows with location managers, production managers, producers and studio executives. These two trade shows provide a great opportunity for Sheri to present the Inland Empire to the people who make the on-location decisions.

Another of the benefits of membership with the FLICS is the opportunity to participate in two “FLICS only” events: The California Power Breakfast and the California Only Trade Show. These two events cater to top level studio executives and location professionals, and the only way a film commission can sponsor or participate is to be a certified FLICS member. This honor gives the IEFC exclusive exposure to decision-making film industry professionals, an opportunity available nowhere else in the State.

The Film Commission also makes a concerted effort to support, and attend whenever possible, all of the local film

festivals with the intent to inform the visiting filmmakers about the film friendliness of the Inland Empire. The film festivals the IEFC currently support are the [Big Bear Lake International Film Festival](#), the [Lake Arrowhead Film Festival](#), the [High Desert Student Film Festival](#), the [Palm Springs International Festival of Short Films](#), and the [Temecula Valley International Film and Music Festival](#). With hundreds of filmmakers and thousands of attendees getting a chance to hear about the IEFC, the potential for increased filming and tourism could be great.

As if that was not enough, Sheri also advertises in directories that are commonly referred to as the “Bibles” of the film industry. “LA 411 Directory” and the “Creative Industry Handbook” can be found in almost every location managers office in the U.S., and likewise for the “Kemps Film, TV, and Video Handbook” for those international filmmakers. This is a great way to let the film industry know we exist and are open to filming.

But the two best marketing tools Sheri has are the California On Location Awards (see article on page 1) and Local Familiarization (FAM) Tours the film commission organizes each year.

The California On Location Awards (COLA) is an annual awards ceremony that honors location professionals for excellence in their work. This program exposes the IEFC to 500 of the top location managers, production managers, producers and studio executives in L.A. No greater marketing opportunity exists.

On the other hand, FAM tours are specialized tours only for a select number of location professionals. The IEFC escorts these professionals within a specific area (i.e. Big Bear Valley, the High Desert, the Coachella Valley, etc.) for two days of scouting, meals and networking opportunities with local film services. This is a hands-on approach that has gleaned an overwhelming response from the filming industry. Each year there is a waiting list of professionals who want to participate in these tours.

So, to market the largest region in the U.S. is no small task, but Sheri and the IEFC do a fantastic job with a small amount of money. Imagine what could be done with more marketing dollars. Hmmmm.....ie

IEFC MISSION STATEMENT

The mission of the IEFC is to serve as an internal location and support network for the attraction and facilitation of location production for film, video and still photography with the end result being better promotion of the region as an attractive place to film.

CALENDAR OF EVENTS

~CALIFORNIA FILM COMMISSION BOARD MEETING

DATE: FRIDAY, NOVEMBER 3, 2006
 TIME: 1:30PM – 3:30PM
 LOCATION: SCREEN ACTOR'S GUILD BLDG.
 COST/RSVP: NO COST/NO RSVP
 5757 WILSHIRE BLVD., LOS ANGELES

~PALM SPRINGS FILM ALLIANCE MEETING

DATE: MONDAY, NOVEMBER 6, 2006
 TIME: 6:00PM – 7:00PM
 LOCATION: TBD
 COST/RSVP: NO COST/[PALM SPRINGS FILM ALLIANCE](#)
 networking with the Coachella Valley's resident film crew and services.

~VOICE-OVER WORKSHOP WITH BRIAN CUMMINGS

DATE: SATURDAY, NOVEMBER 11, 2006
 TIME: 10:00AM – 5:00PM
 LOCATION: RANCHO MIRAGE MUSIC PEOPLE RECORDING STUDIO
 70225 HWY. 111, #222, RANCHO MIRAGE
 COST/RSVP: \$250/[PALM SPRINGS WOMEN IN FILM & TELEVISION](#)
 An intensive workshop where you will learn basic techniques
 Used in voice-over work.

~INLAND EMPIRE NORTH FILM ALLIANCE MEETING

DATE: TUESDAY, NOVEMBER 14, 2006
 TIME: 6:00PM – 7:30PM
 LOCATION: JOHNNY REB'S SOUTHERN ROADHOUSE
 150517TH STREET, VICTORVILLE, CA
 COST/RSVP: DINNER(not required)/[INLAND EMPIRE NORTH FILM ALLIANCE](#)
 Dinner and networking with the High Desert's resident film crew and services.



Liz Matthews from "Next" accepting her award for Location Manager of the Year

Liz Matthew was honored as the winner for Location Professional of the Year for Features. Liz was the Key Location Manager for the feature film "NEXT" which shot in Crestline as well as the Big Bear area. Liz's nomination was introduced by Curtis Collins, a COLA finalist for "Herbie Fully Loaded" in 2005 (filmed in the Inland Empire).

Curtis is currently the Key Location Manager for the "Live or Die Hard" movie that just happened to be filming during the event on the freeways just outside of the COLAs venue, the L.A. Marriott downtown.

One of the evening's highlights came during the acceptance speech of Federal Employee of the Year, Joan Patrovsky from the Barstow Field Office of the Bureau of Land Management.

Curtis, during his introductions of the finalists for Location Professional of Year for Features, jokingly said "[We're] filming on the freeway outside the COLAs because I didn't win last year's award" referring to the gun fire, helicopters and car crashes that were heard during the event. "It was great fun to have Curtis spontaneously leave the set for a short period of time to participate in the COLAs," commented Dan Taylor, Production Coordinator for the IEFC.

Lois Ware, Film Permit Officer for the City of Palm Springs was awarded as a finalist for City Employee of the Year. "Lois missed winning by only a few votes," said Sheri Davis. "If there were any way to duplicate Lois for other cities [in the Inland Empire], the Inland Empire Film Commission would do that" Sheri said. "This is the second time Lois made the finals [for the COLAs] – the third time's the charm!"

When Ron Avanzolini, Special Events Coordinator for the San Bernardino County Fire Department, was named as a finalist for County Employee of the Year, Sheri cheered loudly. "Ron has made our job so easy," stated Sheri.

FEATURE FILMS UPDATE

“REUNION”

Shot in the Coachella Valley, “Reunion” is having great success on the film festival circuit having won numerous Audience Choice Awards. “Reunion” was produced by Small Potatoes Productions, a local production company based in Riverside, CA. The estimated economic impact for this wonderful family film is \$200,000.

“I’M REED FISH”

Shot Entirely in Big Bear, this independent film is creating a buzz at film festivals all over, as well as from a number of screenings in the L.A. area. Alex Hamilton from Big Bear Locations handled all of the location logistics, in addition to assisting in local crew hires.

“MISSION IMPOSSIBLE: III”

Shot almost entirely in California, this action thriller starring Tom Cruise filmed in the Inland Empire for a total of 78 days using locations in Fontana, Ontario and North Palm Springs. This big budget feature created an estimated economic impact of \$3.2 million in the IE.

“NEXT”

Nicolas Cage’s second Sci-fi feature (his first being “Face/Off” which also shot in the IE) filmed in Crestline, the Big Bear area and at the Morongo Casino Resort & Spa for a total of 68 days. Because they were community conscious, it concerned them about the impact of the 70,000 residents that commute down the mountain everyday when they got permission to close the major highway for that area. Liz Matthews, Location Manager for this feature, jumped in and convinced CalTrans to do road construction during the filming so the residents would not have to suffer another road closure. Not only was their estimated economic impact \$1.9 million, but they also cared about the people they impacted during their shoot.

“NEOWOLF”

This Horror film shot entirely in the IE. If you are a fan of horror, you should see this one. They had a premiere article posted on one of the largest horror film fan websites, fangoria.com. Their estimated economic impact is \$320,000.

Courtesy of Anonymous Photographer



“Next” crew prepping for their shoot at the Cliffhanger Restaurant Crestline

Ron was nominated for overseeing the fire safety of two major feature films with huge pyrotechnics, both of which were shooting in San Bernardino County at the same time. That is no small feat. Ron came in as a close second to winner Tim Valtrip of the Los Angeles County Fire Department. “Since we know Ron will keep doing his work as well as ever, he will defiantly win the top award in the future,” stated Sheri.

One of the evening’s highlights came during the acceptance speech of Federal Employee of the Year, Joan Patrovsky from the Barstow Field Office of the Bureau of Land Management. “This means so much to receive an award for my hard work, this is very special to me,” said Joan after a short pause to collect her emotions. Joan won for her effort to save Clint Eastwood’s movie “Letter from Iwo Jima” from losing hundreds of thousands of dollars when a contracted environmental service failed to do their job. Sheri said of Joan “[she] did a months worth of work in just two weeks. That is an amazing act of dedication and diligence.” In all, eleven of the thirty-seven finalists were nominations from the Inland Empire. Out of those eleven, four were winners of the coveted COLA award. This put the Inland Empire second only to Los Angeles for the most winners in one region. If that doesn’t say that the Inland Empire is one of the top places to film, I don’t know what does.©

Film Alliances: What Are They?

Sheri Davis

Inland Empire Film Commission

Over the past few years, the Inland Empire Film Commission has developed two film alliances that are strategically placed throughout the Inland Empire to better assist the visiting location professionals. They also provide an avenue for local crews and services to attract film business to the region.

The Palm Springs Film Alliance (formerly the Coachella Valley Film Alliance) has established a positive effect with their service to the Coachella Valley and the Idyllwild mountain region. Their strong crew base and professional services have assisted a number of films that otherwise would have filmed somewhere else if not for the efforts. This Film Alliance meets the first Monday of every month, affording them a chance to network with their peers and occasionally hosts a guest speaker who enlightens them on current filming issue. For more information please call 760-864-1313 or visit their website at www.palmspringsfilm.com.

If a production company decides to film in the Victor Valley or the mountains of San Bernardino County, the Inland Empire North Film Alliance is there to provide them assistance. They regularly assists numerous productions that come into their area with services and crew. They meet the second Tuesday of every month for dinner and networking. Meetings usually start around 6:00pm. For more information call (951) 779-6700, x231 or via email at sheridavis@filminlandempire.com. ie

Filming History of the Film Commission

Dan Taylor

Inland Empire Film Commission

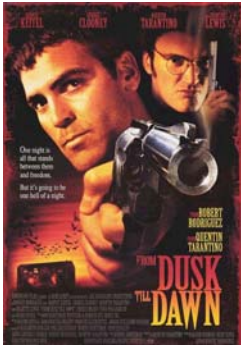
Since the inception of the Inland Empire Film Commission (IEFC), the film industry stood up and took notice. Finally there was an entity in place to help the industry find a location and to assist them in hiring local crew and services as apposed to bringing everyone in from L.A. This is going to be a regular column highlighting the films that have filming in the Inland Empire due to the assistance of the IEFC.

1995

FROM DUSK TILL DAWN – Los Hooligans Productions/Miramax Films

Starring Harvey Keitel, George Clooney, Quentin Tarantino, Juliette Lewis, Salma Hayek, Cheech Marin, Kelly Preston.

Filmed in Barstow and Victorville.



NIXON – Cinergi Pictures Entertainment/Buena Vista Pictures

Starring Anthony Hopkins, Joan Allen, Powers Boothe, Ed Harris, Bob Hoskins, David Hyde Pierce, Paul Sorvino, Mary Steenburgen, James Woods, Annabeth Gish, Larry Hagman.

Filmed in Redlands and Riverside.

HOW TO MAKE AN AMERICAN QUILT – Amblin Entertainment/Universal Pictures

Starring Winona Ryder, Anne Bancroft, Ellen Burstyn, Alfre Woodard, Kate Capshaw, Adam Baldwin, Dermot Mulroney, Rip Torn, Claire Danes.

Filmed in Redlands.

Upcoming Releases

ONE PART SUGAR – Dewey Beach Films

Starring Justin Long, Danny DeVito, Dylan Walsh, Katey Segal, Jonah Hill

Filmed in Trona

Releasing late 2006

THE HOAX – Miramax Films

Starring Richard Gere, Alfred Molina, Hope Davis, Stanley Tucci

Filmed in Thermal and Indio

Releasing November 2006

LETTERS FROM IWO JIMA – Amblin Entertainment/Universal Pictures

Directed by Clint Eastwood

Starring Ken Watanabe

Filmed in Barstow and Newberry Springs

Releasing December 2006

THERE WILL BE BLOOD – Ghouardi Film Company/Paramount Vantage

Starring Daniel Day-Lewis, Kevin J. O'Connor, Kevin Breznahan

Filmed in Adelanto at El Mirage Dry Lake

Releasing 2007

Contact Information

Film Inland Empire News

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