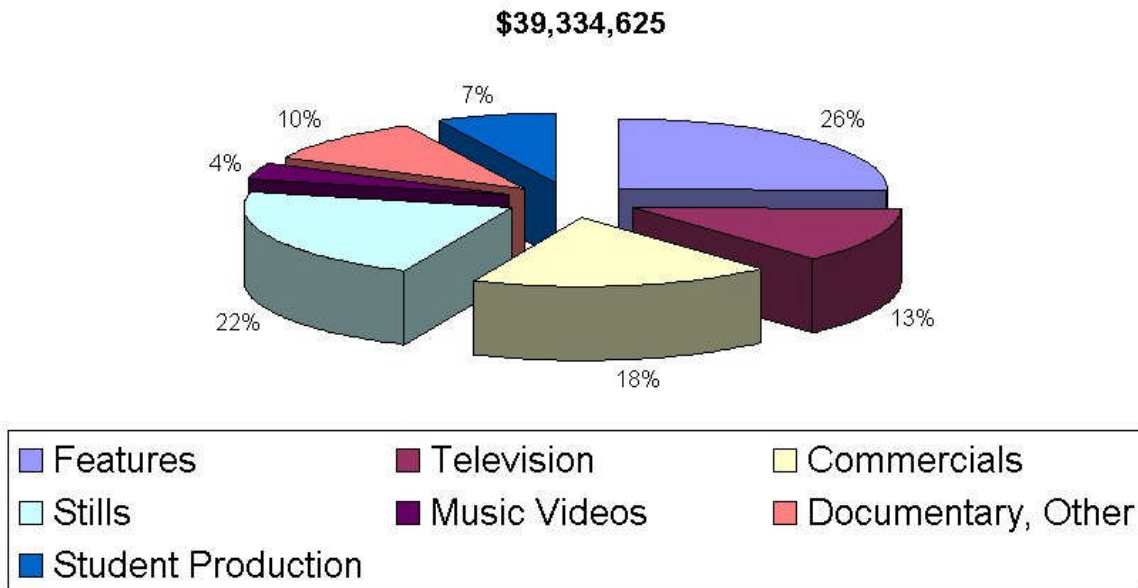


INLAND EMPIRE FILM COMMISSION
Annual Status Report
January 1, 2005 – December 31, 2005

This annual report is for San Bernardino County – 2005.

Economic Impact for Filming San Bernardino County - 2005
(approx. 70% reported)



Under the Inland Empire Film Commission's (IEFC) Program of Work San Bernardino County, the IEFC has six main tasks. These are to:

- 1.) Promote and market film projects throughout the County
- 2.) Provide film industry standards of service to location managers and producers
- 3.) Promote the Inland Empire North Film Alliance which has brought 55 plus industry professionals together.
- 4.) Maintain and manage an informative website
- 5.) Track pertinent data such as the numbers of film permits and production days
- 6.) Maintain and manage the location library.

The following will address how we accomplish those tasks.

TASK 1: Promote and Market Film Projects Throughout the County

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. Newly released statistics from the Motion Picture Association (MPAA), show that San Bernardino County received \$78,594,739 in 2003 from film production. These dollars are generated in each of the County's 24 cities; County unincorporated areas and roads; and on Federal lands. 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 IEFEC. The IEFEC has been working hard to increase feature filming, videography, episodics, and still photography in our region.

Successful marketing of the County's locations and filming infrastructure (crew and



services) has made the Valley attractive for production. A large part of the successful marketing is due to the relationship between the IEFEC and the Inland Empire North Film Alliance (IENFA).

In 2005, in order to secure economic gain, the Inland Empire Film Commission accomplished the following marketing responsibilities:

- **INLAND EMPIRE NORTH FILM ALLIANCE** - The IEFEC markets the IENFA companies and professional crew for jobs whenever possible. The IENFA was developed by the Film Commission for the sole purpose of developing and encouraging film activities in the High Desert. The Members of the Alliance are working together to explore and promote both short and long projects. The meetings are held on the second Tuesday of every month.

- **FILM FESTIVALS** - The IEFC promoted the County’s film-friendliness to filmmakers at both the Temecula Valley International Film Festival and the Big Bear Film Festival in addition to meeting filmmakers that were screening at the Palm Springs International Film Festival. In 2006, the IEFC plans to add the Lake Arrowhead Film Festival to that list.

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. IENFA) 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.



- **SPECIALIZED SCOUTING** - We have designed and implemented numerous location scouts and have involved many local businesses who are eager and active in working with the IEFC and the IENFA 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.”

- INDUSTRY TRADE SHOWS** - Exhibited at Locations Trade Show in Santa Monica in April of 2005. The trade show, produced by the Association of Film Commissioners International (AFCI), is the largest and one of the 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 Commissioner 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 Cinegear which was held in Burbank in June, 2005. Cinegear is the premiere trade show that focuses the entertainment production and the post production communities.

- CALIFORNIA ON LOCATION AWARDS (COLA)**– IEFC’s Director has served as Chairman or Co-Chair for 9 years of the COLA Awards. This event was created by Sheri Davis and Kim McNulty (then the film liaison for the



Coachella Valley) 11 years ago. This event has generated publicity about the Inland Empire and the County as a filming locale. As co-chair of this statewide event, the IEFC’s Director was interviewed by numerous trade papers such as the *Hollywood Reporter*, *Variety* and *Production Update Magazine*. The IEFC then co-hosted the 500+ guests who came to the Los Angeles Marriott Downtown on

October 23, 2005, to honor Location professionals and production companies for their excellence when filming in California.

- **HIGH DESERT IEFC OFFICE** - The IEFC has a production office in the City of Victorville with a local staff resource. This office has production space for a location manager/scout to use during their scouting in the High Desert.
- **EXAMPLES OF MEDIA COVERAGE**

Production Update Magazine, April 2005 Edition

Richard MacMillian, Los Angeles based Location Manager stated “In my experience as a film location manager, I see the role of the film commissioner as one of prime importance. In that regard I would single out Sheri Davis, Film Commissioner of the Inland Empire as one of the best. She is always prepared and ready to go on a project. Problems, related to filming in her jurisdiction, melt like a warm knife curing through butter.”



Press-Enterprise – Metro Final Edition, April 19, 2005

“The Aesthetic value of the desert is amazing – there’s nothing like it.” Laura Lee Kasten, Location Manager for ABC-TV’s “Alias.” “California is way over-regulate for the movie industry . . . there’s a lot of permits to work here. [Davis] helped us in navigating our way through those processes,” said Andrew Ullman, Location Manager for “The Island.”

The Los Angeles Times – Inland Empire Edition, March 28, 2005

Inland Empire based economist John Husing said “[filming] allows us to put economic energy that otherwise wouldn’t go [to the region] . . . [this] is extremely important to counties as big and diverse as Riverside and San Bernardino.” Location Manager for “Imposter” Marilyn Bitner said of Davis when she arranged for a mobile coffee stand to be sent to an abandoned mine – “If you can produce that kind of thing out in the middle of the desert, she makes you look good to your producer . . . that kind of support is so valuable you can’t put a price on it.”

- **Spotlight: Southern California**

“The Inland Empire Film Commission once used their connection with GTE to get me a phone installed on a tree three-quarters of a mile from the nearest telephone pole when I was doing the forest sequence in Magnolia’ stated Timothy Hillman”

TASK 2: 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 2005 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. These numbers represent more than 1,825 telephone calls and 1,450 e-mails received by the film office each quarter.
- 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) when they called 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, and other information.

TASK 3: Track pertinent data

This past year, the IEFEC 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 IEFEC relative to keeping their budgets in line when filming in the County. The IENFA with their experienced crews and services is invaluable in meeting budget constraints. Through these direct contacts-- including visitors who arrive at the Film Office--the IEFEC 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 921 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 is as follows: features: 234; TV series/commercials: 288; corporate videos/ documentaries: 23; music videos: 37; student films: 67; and still commercial photography: 201.

The total number of dollars spent in San Bernardino County in 2005 by film, video, and still photography projects is not easy to calculate. With approximately 70% reported, the latest economic impact numbers for are \$39,334,625.

- Examples of Feature film support include: working with the location department for **Mission Impossible 3** (starring Tom Cruise) which filmed at the California Steel Plant in the Fontana area and the Ontario International Airport; **Herbie: Fully**



Loaded (starring Lindsay Lohan & Michael Keaton) which filmed at El Mirage Dry Lake, Cuddeback Dry Lake and the California Speedway; **Red Eye** (directed by Wes Craven) which filmed at the Ontario International Airport and a restaurant in Ontario; and **When a Stranger Calls** (starring Tommy Flanagan, Camilla Belle, Brian Geraghty & Lance Henriksen) which filmed in Running Springs. There were 24 other small independent films that used locations in the County – primarily in the unincorporated areas.

Some examples of TV production included:

The Unit, The Bold and the Beautiful, Sleeper Cell, Biker Build-off, Jimmy Kimmel Live, Curb Your Enthusiasm, The Dr. Phil Show, 24,



The Biggest Loser, Entourage, Court TV, Inside Edition, Fear Factor Monster Garage, The King of Queens, ER, Discovery Channel, Medium, NUMB3RS, Malcolm in the Middle, Cold Case

Examples of Commercial production included:

Hummer H3, Chrysler, Lincoln Mercury DNA, Kawasaki ATV, Ford, Hyundai, GM, Suzuki, Jeep, Subaru, Honda, GMC, Dodge Trucks, Saab, Volkswagen, Yamaha, Toyota Motorsports, Yokohama Tires, Chevron, Mercury Insurance, Allstate, National Car Rental, Greyhound, Cingular, Pepcid AC, Bayer Aspirin, Centrum Vitamins, Travelocity, FedEx, JC Penney, Ameriprise, Boeing, Gatorade, Gillette, IBM, Intel, NFL, SBC, Wickes Furniture

Examples of still photography include:

Bilabong, Danskin, Pacific Sun, Wrangler, Bloomingdale's Catalog, Casual Male Big & Tall Catalog, Next Catalogue, Macy's, Nordstrom, Saks Fifth Avenue, Shape

Magazine, Glamour Magazine, Hot Rod Magazine, Brentwood Magazine, 4 x 4 Magazine, Twill Magazine, Motor Trend Magazine, Motorcycle Cruisin' Magazine, Car & Driver Magazine, San Diego Magazine, Interview Magazine, Cadillac, Chevrolet, Dodge, Toyota, Ford, Honda Motorcycles, Nissan, Mazda, Mercedes, Saturn,



Mitsubishi, VW, Suzuki, Hummer, Isuzu, Jaguar, Kia, Mack Truck, Bell Helicopter, Travelocity, Samsonite, MTV, Oakley Glasses, Suave, Tostitos

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 2005, the IEFC's website had a total of 586,519 hits from more than 70,485 visitors. That is an average of almost 5,874 visitors a month.

At www.filminlandempire.com, viewers/users can link to a number of sponsoring cities and companies who help support the regional film office's mandates one of which is the City of Big Bear Lake's website. In the Film Commission's funding strategy is a new plan to offer advertising on the IEFC's website. Already some local hotels have expressed interest, and these could be joined by theme parks, private businesses, film schools, restaurants, and film industry service companies. In the near future, the IEFC's site will also 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 Countywide regional incentives will be difficult to offer but it was suggested that each city be encouraged to develop incentives that are specific for their city.



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.

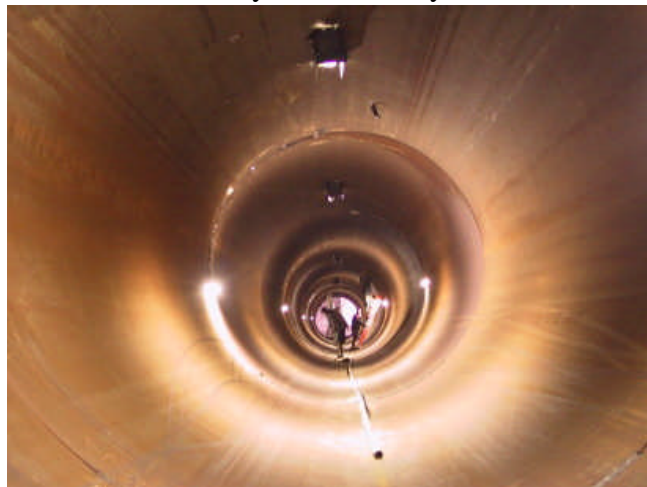
Unfortunately, since February 2003, the California Film Commission does not have the funds to administer Film California First. Although the provision for this incentive program remains in the state budget, it is not certain if and when the program will resume.

Governor Arnold Schwarzenegger has expressed his commitment to keeping motion picture production in California. In addition to beefing up the California Film Commission with the appointment of five of his Hollywood brethren, Schwarzenegger also committed himself to doubling the number of entertainment-related jobs in California and continuing the pursuit of tax incentives on both the federal and state levels.

There is currently a tax credit bill that was introduced by Assemblyman Nunez that will target the type of productions that are most likely susceptible to following subsidies elsewhere.

TASK 6: Maintain and manage the location library

The IEFEC continues to add new sites to its location library. The industry standards are to sort location libraries by categories and not by region. We are limiting the number of photos per location to 3-4 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.



**Report submitted by Sheri Davis,
Inland Empire Film Commission**