

"If You're Working We're Working"



PROMOTE AND MARKET FILM PROJECTS
THROUGHOUT THE COUNTY.....2-3

TRACK PERTINENT DATA4-5

PROVIDE FILM INDUSTRY STANDARDS
OF SERVICE TO LOCATION
MANAGERS AND PRODUCERS6

MAINTAIN AND MANAGE AN
INFORMATIVE WEBSITE.....6

DEVELOP A STRATEGY FOR TAX INCENTIVES7

MAINTAIN AND MANAGE THE
LOCATION LIBRARY7

ECONOMIC IMPACT REPORT.....8

LETTERS FROM IWO JIMA



Winner of 2 Golden Globes and nominated for 4 Academy Awards; Letters from Iwo Jima



COUNTY OF SAN BERNARDINO

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. 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 IEFC. The IEFC has been working hard to increase feature filming, videography, episodics, and still photography in our region.





IENFA Member Mitch Greene on the set of Anthony Hopkins' "SlipStream" filmed at the Yucca Valley Inn, 2006.

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."

INLAND EMPIRE NORTH FILM ALLIANCE -

The IENFA was developed approximately five (5) years ago by the Film Commission for the sole purpose of developing and encouraging film activities in the High Desert. 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 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 Lake International Film Festival. In 2007, 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.



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 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 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 -

San Bernardino County enjoyed some major marketing before the film location industry via the recognition of five finalists in the 12th Annual California on Location Awards (COLA) which was held October 15th at the L.A. Marriott Downtown.

location Teams, Production Professionals filming in the number of the highlighte during Sheri Davis, Founder event is delighted that



The COLA Awards recognize companies and Location for excellence when State of California. A County's locations were the COLA presentation. and Co-chair of the COLA 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.

Liz Matthews, Key Location Manager, for the feature film Next accepted the award for Location Professional of the Year for Features. Next filmed for a number of weeks in the Crestline and Big Bear Lake mountain communities.



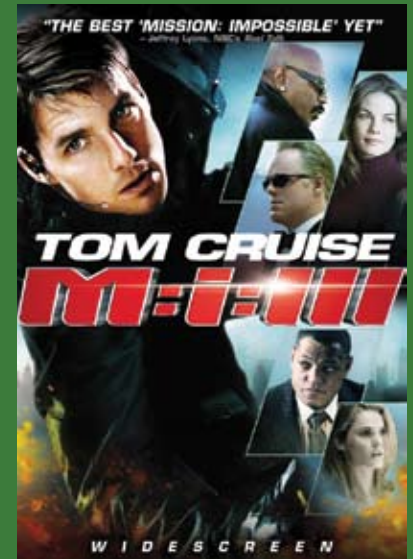
Strong Photography was awarded the Production Company of the Year for Still photography for their PacSun catalog shoot on Big Bear Lake's China Island as well as other locations throughout the Big Bear Valley.

Ron Avanzolini, Special Events Coordinator for the San Bernardino County Fire Department, was one of three finalist in the State for County Employee of the Year. Losing to the L.A. County Fire Department by one vote just gave him resolve to be number one next year. He is an excellent County employee and a great friend to the IEFC.

The evening's top award for Federal Employee of the Year was given to Barstow's BLM Reality Specialist, Joan Patrovsky. Joan was one of the key player in helping the film commission secure the Golden Globe winning and Oscar nominated feature film Letters From Iwo Jima. Malpaso Productions, who produced Letters From Iwo Jima, was also a finalist in the category of Production Company of the Year for features.

HIGH DESERT IEFC OFFICE -

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



Mission Impossible: III, who filmed in the County, took top honors for the Production Company/Location Team of the Year for Features. What appeared to be a German factory in the movie was actually California Steel in Fontana.

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 IENFA 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 997 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: 240; Television: 157; Commercials: 126; corporate videos/ documentaries: 70; music videos: 30; student films: 44; and still commercial photography: 330.

The total number of dollars spent in San Bernardino 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 \$43,077,500.



ABC's What About Brian in Big Bear Lake

TASK 2 – Track Pertinent Data

FEATURE FILMS -

The County of San Bernardino had 39 features (240 production days) film throughout the county. Some of the larger films were:

Warner Bros.' **The Bucket List**, DreamWorks' **Transformers**, Revolution Studios' **Next**, One Part Sugar, Inc./Dewey Beach Films' **One Part Sugar**, Second Mate Productions/Buena Vista Pictures' **Pirates of the Caribbean: At World's End**, Sleeping Marmots Productions/Lions Gate Films' **Delta Force**, DreamWorks' **Dreamgirls**, Universal Pictures' **You, Me & Dupree**, Paramount Pictures/Warner Bros.' **Chronicles** (aka **Zodiac**), Paramount Pictures' **Vanished**, Good Time Charlie Productions/Universal Pictures' **Charlie Wilson's War**, Three Words Productions **Three Words and a Star** (Came into California from South Carolina) and Into the Wild, LLC/Paramount Vantage's **Into the Wild**, and Blue Sky Media Directed **Slipstream**, Written and Starring Anthony Hopkins, shot in Yucca Valley

OSCAR NOMINATIONS FOR A FEATURE FILM SHOT IN THE INLAND EMPIRE -

Nominated for Director of the year, Clint Eastwood and Feature of the Year "Letters from Iwo Jima" was shot in the Barstow area. According to Steve Beimler, Location Manager, "Clint said, 'Hell, I could have shot the whole movie in Barstow but the [movie] sets for caves are already under construction.' I think he might have just stayed and done everything in the real tunnels."

Also, "Letters from Iwo Jima" received the award for Best Director and the Best Foreign Language Film at this year's Golden Globes. Having an American made, Japanese-language, World War II saga win the honor for foreign-language film is unprecedented since this highly revered

prize is usually reserved for movies produced outside of the United States. Backstage, Eastwood joked, "Now that I'm a foreign director, I've got to learn some languages."



TELEVISION PRODUCTION -

There were 38 television projects (119 production days) shot in the County of San Bernardino. Of these productions, 8 were Reality TV with 38 production days. Some of the more notable shows were Blind Decker Productions' *Sleeper Cell*, Flight 33 Productions/A&E Television Networks' *Shootout!*, Liquid Theory's *Scream Awards Open*, MTV Networks/Remote Productions' *Laguna Beach: The Real Orange County*, MTV/Remote Productions *Fast Ashleys* (aka *Fast Inc.*), 10 by 10 Entertainment/Green Apple Productions' *America's Next Top Model*, ABC/Touchstone TV's *What About Brian* (left), CBS Productions/Warner Bros.' *Cold Case* and Imagine Entertainment/20th Century Fox's *24*.

COMMERCIAL PHOTOGRAPHY -

You are not able to watch television without seeing a San Bernardino County location either on the show or in a commercial. Commercial production saw 80 commercials (126 production days) use the diversity of the region to showcase their product. Watch your television set for commercials by the following companies and see if you can recognize where in the County it was shot. Nissan, Toyota, Toyota RAV 4, Ford, Cadillac, Chevrolet, Infiniti, Hummer, KIA, Hyundai, Cannon, Super 8 Motel, Intel, Canadian Air, All State, Capital One, Extreme Golf, BMW – X5, Dairy Queen, Burger King, Polaris Ranger, Toyo Tires, UPS, Neiman Marcus, Exxon, Mervyns, Old Spice, AT&T, Citibank, Visa, Mastercard, Visa, Nike, Sony, Priceline.com, Sprint, Dior and the list goes on.

Clever idea: A Canadian Air commercial was done at the San Bernardino International Airport. The commercial shows Canadian geese boarding a plane rather than fly home themselves.

Difficult Shoot: One of the more difficult productions was a Ford commercial that was shot in the Big Bear Valley. This commercial was being shot DURING the Sawtooth Fire that threatened Big Bear after burning through Pioneertown. Because of the extremely strong working relationship between the IEFC and the United States Forest Service (USFS) the IEFC was able to coordinate a concerted effort to help this commercial finish its shoot. Without the Forest Services' assistance and the Special Operations Intelligence Officer, Bruce Risher, this commercial shoot would have been denied access and left the Valley to shoot elsewhere. Bruce assisted the film office in moving this production company throughout the valley, keep them out of harms way. The result was a Regional Ford commercial that was so well received, it was bumped up to National status and aired during the World Series.

The following is a complete listing of what this movie has won and was nominated for (so far):

• 2007 Academy Awards (Oscars)

- Nomination – Best Achievement in Directing (Clint Eastwood)
- Nomination – Best Motion Picture of the Year
- Nomination – Best Achievement in Sound Editing
- Nomination – Best Writing, Screenplay Written Directly for the Screen

• 2007 Golden Globes, USA

- Won – Best Foreign Language Film
- Nomination – Best Director – Motion Picture (Clint Eastwood)

• 2007 Los Angeles Film Critics Associations Awards

- Won – Best Picture

• 2006 National Board of Review, USA

- Won – Best Film

• 2007 Broadcast Film Critics Association Awards

- Won – Best Foreign Language Film
- Nomination – Best Picture
- Nomination – Best Director (Clint Eastwood)

• 2006 Chicago Film Critics Association Awards

- Won – Best Foreign Language Film
- Nomination – Best Director (Clint Eastwood)
- Nomination – Best Original Score
- Nomination – Best Cinematography
- Nomination – Best Screenplay, Original

• 2006 Dallas-Fort Worth Film Critics Association Awards

- Won – Best Foreign-Language Film

The IEFC is proud to have been a part of the success of this film and the positive marketing received for the County of San Bernardino.

STILL PHOTOGRAPHY -

Still Photographers found just the right look and, of course, great light for their projects. The County enjoyed 190 still photography projects (330 production days) in 2006. One of the largest of the still shoots was for the January 2007 issue of Vogue. This shoot featured Angelina Jolie at numerous county locations. This is just a small listing of the varied type of still photography that enjoys the terrain and versatility of San Bernardino County:

Peter D'Amico, Bicycling, Nike, Macy's, NASCAR/Toyota, Rolls Royce, Hyundai Tiburon, Parent Magazine, German Vogue, American Vogue, Lexus GS, AT&T, AG Jeans, Honda's 2007 brochure, Mack Trucks, Jimmy Choo Shoes, Mazda, Suzuki Quad brochure, Rolex, Brooks Running Sporting Shoes, Casual Male, Kawasaki ATV, Mazda, Cover Girl, The Sunday Times Style, Popular Mechanics, Trailer Life Magazine, Neiman Marcus, Mercedes E Class, Shift Motorcycle Apparel, Reebok, Roche Rock Climbing, Canon Cameras, French Marie Claire, Polaris EVO, Nine West and many more.



Pac Sun on a photo shoot at Big Bear's famous China Island



BLM & FILM OFFICE RENEW MOU

Agreement Ensures Smooth Film Production On Public Lands

What started as a simple request from former Field Manager Tim Read of the Bureau of Land Management Barstow Field Office (BLM) for assistance with processing film permits (some of his key staff was out on state training) turned into a successful proto-type for a Film Commission/BLM partnership.

The Inland Empire Film Commission's (IEFC) Director, Sheri Davis, and the BLM Field Manager, Roxie Trost, recently renewed their Memorandum of Understanding (MOU) which will extend their partnership through 2010.

One of the key elements of the MOU is an agreement that allows the IEFC to prepare and submit applications for minimal impact filming on specified BLM land in the Barstow BLM office jurisdiction. According to Sheri Davis, this procedure saves time for all parties involved; "The preparation of a film permit application can be a confusing process to the film industry, necessitating numerous 'question and revision' phone calls.

Once trained on BLM procedures, the IEFC has dedicated its time to completing this task quickly and efficiently. This allows the BLM staff to use their resources more productively. Everyone wins." In record time the IEFC took a two-week plus procedure and shortened it to less than three days.

Because this partnership has been so successful, it has been used as a template for other regional BLM offices and local film commissions to create their own MOU. Currently the IEFC is working on developing an MOU with the BLM's Palm Springs office and has been requested to do the same for the BLM's Needles office as well

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 40,000 unique visitors. That is an average of almost 3,400 unique 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. One such city is the City of Big Bear Lake. 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 San Bernardino 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 with that request in mind. 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.



Film Festival Benefits County Students

New Image Media Gives High Desert Students a Chance to Express Their Filmmaking Talents In 2006, the Festival (now known as the Inland Empire Student Film Festival) was fortunate enough to receive a generous donation from the County of San Bernardino with the help of Sheri Davis, Director of the Inland Empire Film Commission. Founded by Jerrold Ridenour of New Image Media in Hesperia, The Festival spawned from the desire to give student filmmakers in the Inland Empire a venue within which they could show their films and to further their understanding of the filmmaking process. With partnerships between the Festival and the County, the IEFC, the High Desert Center for the Arts, as well as other local schools and businesses, knowledge and resources, the past six years the Festival has been able to encourage approximately 1000+ students, many of which are repeat participants, to further their exploration of the film industry. Thanks to the support of the IEFC and the County, the Festival has been able to expand their outreach beyond the High Desert into other parts of the County. Their goal is to be able to have a positive impact on student within the two county region of the Inland Empire. For more information, visit www.iestudentfilmfest.com.

For more information, please contact:

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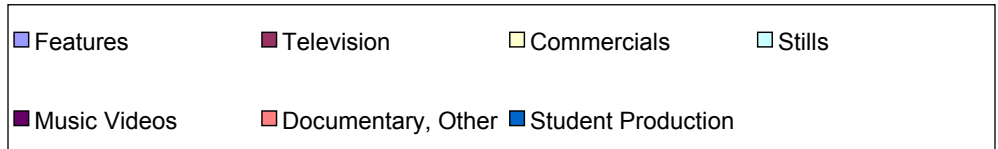
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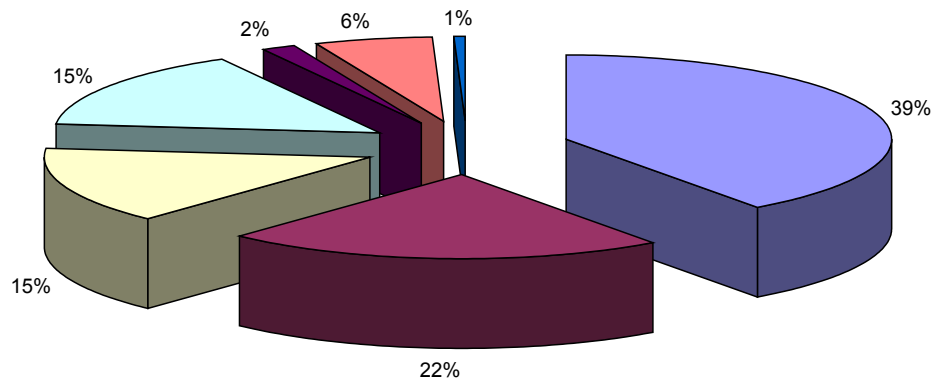
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FILM COMMISSION
www.filminlandempire.com

ECONOMIC IMPACT

With approximately 70% of the reporting in, these numbers reflect filming in the County of San Bernardino 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.



2006 San Bernardino County Economic Impact Report \$43,077,500



2006 San Bernardino County 997 Production Days

