

FILM
SONOMATM
COUNTY

Annual Report 2013-14



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OVERVIEW

In 1974 the County of Sonoma created a Film Office within the Sonoma County Economic Development Board. Weathering several challenges over the years, the Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies worldwide, and helps create a friendly environment for production by connecting with local government, business and residents.

Film Office Goals

- Provide assistance and support for film crews seeking to film in Sonoma County
- Increase the awareness of Sonoma County as a destination for production
- Continue to draw attention to our website to assist individuals or production companies to access the tools for their success
- Encourage teamwork among permitting agencies
- Increase the awareness of Sonoma County's heritage of movies shot here as a tourist destination

ECONOMIC IMPACT SUMMARY

In 2013, Sonoma County reached \$1.7 million in filming permits for the year 2013. We did not engage in any feature films in 2013 due to several facts: incentives are greater in other states, Sonoma County is a considerable distance from Los Angeles, and much more film is now being produced in digital studios.

Methodology Review

Each permit recorded by the Film Office in our database is given an economic impact dollar amount depending on what type of filming activity has been accomplished. Adding the economic impact for each permit provides the total dollar amount of generated revenue. In the year 2013 there were 81 permits recorded by our office and \$1,700,003 in economic impact. A good example is the movie “Shadow of a Doubt” or “The Birds” which are movies still attracting visitors to Sonoma County and generating revenue in hotels, restaurants, and memorabilia.

Revenue

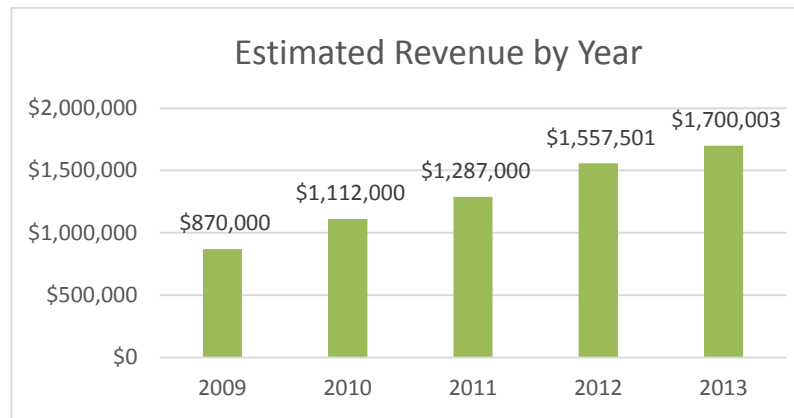
Generated Revenue per day of filming:

Commercial	\$25,000	Still Photo	\$15,000
Documentary	\$15,000	Student	\$ 1
Feature	\$125,000	TV pilot	\$25,000
Independent	\$30,000	TV Special	\$35,000
Industrial	\$15,000	Other*	\$15,000
Music Video	\$30,000		

*The ‘Other’ category includes video, personal filming, advertisement, EDB Brewery video, B-roll, etc.

Estimated Revenue by year:

2009	\$ 870,000		
2010	\$1,112,000	27.8 %	(Percent of increase of generated revenue between 2009 & 2010)
2011	\$1,287,000	15.7 %	(Percent of increase of generated revenue between 2010 & 2011)
2012	\$1,557,501	21.0%	(Percent of increase of generated revenue between 2011 & 2012)
2013	\$1,700,003	9.15%	(Percent of increase of generated revenue between 2012 & 2013)



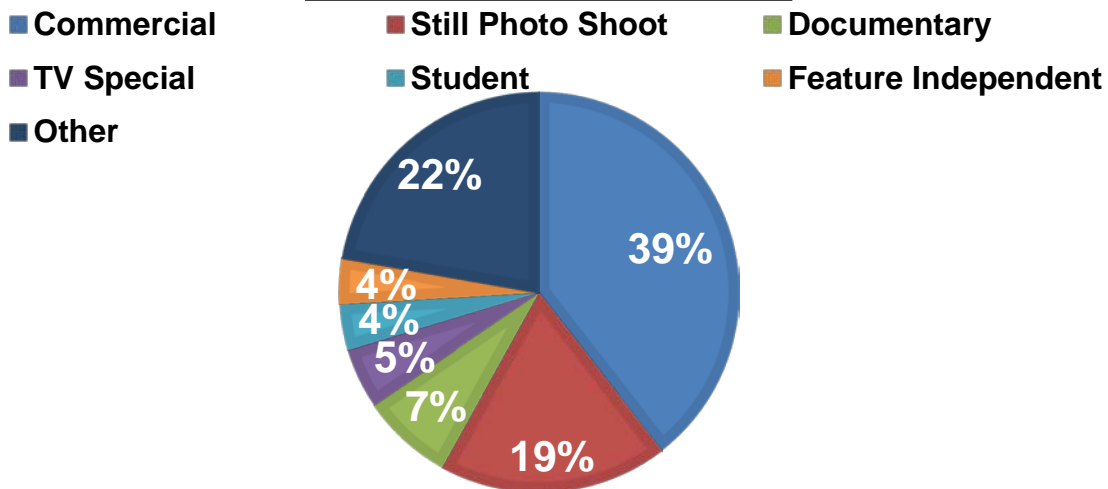
Number of Permits

The following chart organizes the number of film permits reported to the Sonoma County Film Office from the permitting entities of the cities, state, and the County of Sonoma for the years 2009-2013. A large amount of filming is done on private property, and not represented. The number of permits does not reflect the complete view of filming in Sonoma County.

Total # of Permits in 2013: 81
 Total # of Number of Days Shot: 98

Type of Permit	2009	2010	2011	% Change	2012	% Change	2013	% Change
TV Reality	0	1	7	+ 600 %	1	-85 %	0	-100%
Other	2	3	8	+ 166 %	5	-37 %	14	+180%
Feature-Independent	2	1	2	+ 100 %	2	0 %	3	+50%
Industrial	1	0	1	+ 100 %	0	9%	1	+100%
Documentary	1	3	5	+ 66 %	9	+ 80 %	6	-33.33%
Still Photo Shoot	14	22	25	+ 13 %	27	+ 8 %	15	-44.44
TV Weekly	0	3	3	0 %	0	0 %	0	0%
TV Pilot		1	0	0 %	0	0 %	1	+100%
Commercial	13	18	9	- 50 %	32	+ 255 %	32	0%
TV Special	4	5	0	- 100 %	4	+ 400 %	4	0%
Catalogue Shoot	2	1	0	- 100 %	0	0 %	0	0%
Music Video							2	0%
Student							3	0%
TOTAL	40	57	60	+ 5 %	80	33 %	81	+1.25%

TYPE OF PERMIT 2013



2013 HIGHLIGHTS

Sonoma County Movie Map

One of the most popular downloaded pages from the Film Office website is the Movie Map. On February 14, 2013, the Sonoma County Movie Map was highlighted by the Examiner Newspaper in an article released just before the Academy Awards for 2013. <http://www.examiner.com/article/academy-award-countdown-free-map-highlights-sonoma-county-movie-locations>. This article suggested taking a look at our website and the movie map for recreation and enjoyment.



At this time, Film Sonoma County is considering updating the movie map to a digital version on our website. Film Liaison Colette Thomas, has explored film maps that are available from other film offices and found few.

A mural of Sonoma County Film Locations is shown in the photo to the right. The mural is located on the Video Droid Video Store building on Mendocino Avenue in Santa Rosa. The map is a good reminder of the history filming has added to our community in Sonoma County.



Source: <http://www.sonomacounty.com/articles/sonoma-county-movie-locations-tour-itinerary>

Other Activity

Sonoma County offers stunning landscapes for filming commercials. Below are photos of a commercial shot in July 2013 at Goat Rock Beach.



Source: The Press Democrat



Source: The Press Democrat

2014 LOOKING AHEAD

Creative Sector Forum

Ben Stone, Christine Palmer, and Colette Thomas of the EDB met with Eric Christensen, Bill Dunphy, and Christal Wolgamott of RotoFactory in Mid-March 2013 to discuss the viability of connecting with the film and creative community of Sonoma County. Eric Christensen is the owner of RotoFactory, a visual effects studio in Santa Rosa. As part of their work of helping emerging economic clusters grow, and together with the EDB staff, the group decided a focus group with the creative community was viable and wanted to go forward. The forum was held at the Laguna de Santa Rosa on February 27, 2014. The forum provided opportunity for film businesses to gather and talk about the strengths, problems, and actions going forward, to encourage more filming and film education in Sonoma County. The new 'Creative Sonoma' program will assist and support this development.

Guy's Grocery Games

Guy Fieri is a celebrity chef on the Food Network, and he is a local resident of Sonoma County. For his new food show, Guy's Grocery Games, he has chosen to locate his filming production studio in Sonoma County. Film Sonoma County, consulted with the producers for the show during the early stages of development.

In the photo below, you can see Guy with the grocery store studio in the background.



Source: The Press Democrat

Sonoma County Movie Locations Tour

For those who love surfing the net, consider hopping aboard the Sonoma County Movie Locations Tour Itinerary before you take off. This site offers the opportunity to travel through Sonoma County to view the locations of films from the past. It provides nostalgic information to locals and visitors alike, and encourages the discovery of the film industry in Sonoma County.

<http://www.sonomacounty.com/articles/sonoma-county-movie-locations-tour-itinerary>

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A special thanks to Sonoma County Film Office Liaison Colette Thomas for tracking, recording and reporting film activity in Sonoma County.