



Sonoma County Annual Film Report 2015

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OVERVIEW

2015 was a banner year for filming in Sonoma County with a record increase of 110% in economic impact!

In 1974 the Sonoma County Board of Supervisors 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 2015, Sonoma County reached \$4,062,500 million in economic impact for the year 2015, a 110% increase over 2014.

Behind these changes we see that even though Sonoma County is a considerable distance from Los Angeles, and more film is now being produced in digital studios, the incentive opportunity the State of California has put together has been proving very profitable for those filming in the state, as well as for Sonoma County.

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 day of permit provides the total dollar amount of generated revenue. In the year 2015 there were 84 permits issued with 186 days of filming. Permits recorded by our office filmed on public land amounted to \$4,062,500.00 in economic impact.

Revenue

The economic impact generated figures come from a methodology report completed by the Association of Film Commissioners International (AFCI).

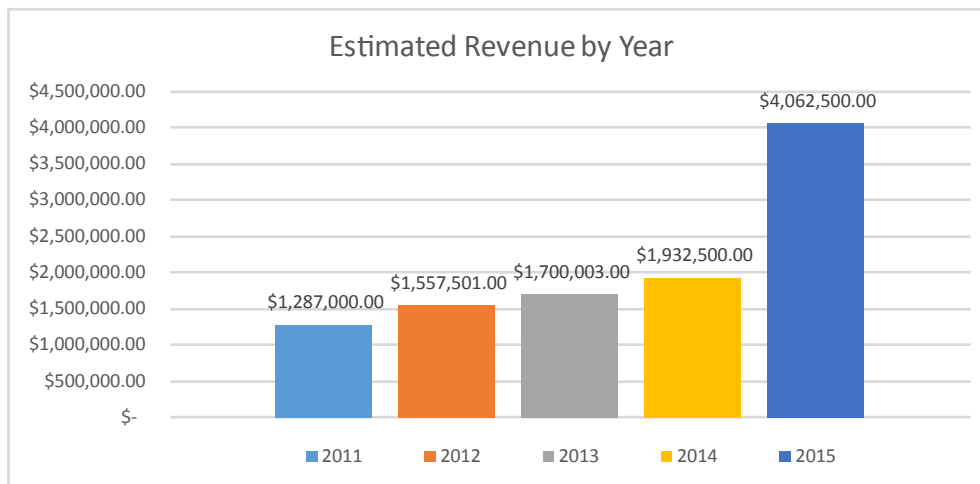
Generated Revenue per day of filming

Commercial	\$25,000	Still Photo	\$15,000
Documentary	\$15,000	Student	\$ 0 to 1
Feature	\$30,000	TV Reality	\$15,000
Independent	\$30,000	TV Special	\$35,000
Industrial	\$15,000	Other*	\$7,500 to 15,000
Music Video	\$30,000		

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

Estimated Revenue by year:

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)
2014	\$1,932,500	13.68%	(Percent of increase of generated revenue between 2013 & 2014)
2015	\$4,062,500	110%	(Percent of increase of generated revenue between 2014 & 2015)



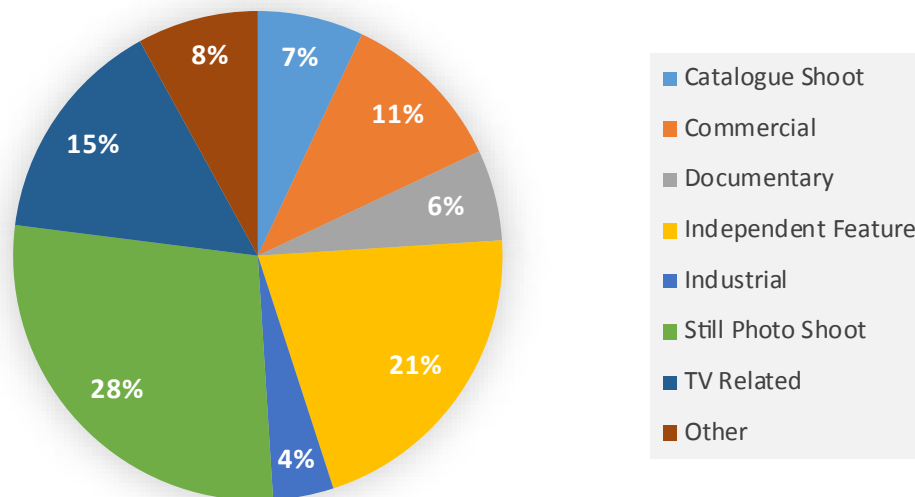
Number of Permits

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 2011-2015. The large amount of filming done on private property is not reported to the film office and thus is not represented. The number of permits does not reflect the complete view of filming in Sonoma County.

Total # of Permits in 2015: 84 Compared to: 2014 76 Permits
 Total # of Days Shot 2015: 186 Compared to: 2014 105 Days

Type of Permit	2011	2012	2013	% Change	2014	% Change	2015	%Change
Catalogue Shoot	0	0	0	0%	1	+100%	6	+500%
Commercial	9	32	32	0%	16	-50%	9	-44%
Documentary	5	9	6	-33%	6	0%	5	-17%
Feature-Independent	2	2	3	+50 %	0	-100%	18	-1800%
Industrial	1	0	1	+100%	0	0%	3	+300%
Music Video	0	0	2	0%	0	-100%	0	0%
Other	8	5	14	+180%	19	36%	5	-74%
Still Photo Shoot	25	27	15	-44%	25	67%	23	-8%
Student	0	0	3	0%	0	-100%	2	+200%
TV Pilot	0	0	1	+100 %	0	-100%	2	+200%
TV Reality	7	1	0	-100 %	3	+300%	4	+33%
TV Special	0	4	4	0%	6	+50%	6	0%
TV Weekly	3	0	0	0%	0	0%	1	+100%
TOTAL	60	80	81	+1.25%	76	-6.17%	84	+11%

TYPE OF PERMIT 2015



2015 HIGHLIGHTS

Keeping us on the map!

California Incentives – AB 1839

Governor Brown on September 18, 2014, signed Assembly Bill 1839, The California Film & Television Job Retention and Promotion Act. This is the incentive program to increase filming in California.

Key changes are:

- 1) Increases tax credit program funding from \$100 million to \$330 million per fiscal year
- 2) Expands eligibility to big-budget feature films, 1-hr TV series and TV pilots
- 3) Eliminates budget caps for studio and independent films
- 4) Eliminates existing tax credit lottery
- 5) Includes penalty provisions for projects that overstate job creation
- 6) Provides for multiple allocation periods throughout the year.
- 7) Adds a 5% “Uplift” for productions that film outside the 30-Mile Zone, as well as for visual effects and music scoring/recording performed in-state

More information will be forthcoming as the California Film Commission is in the process of developing regulations, program guidelines and other procedures to administer the newly expanded film and TV tax credit program.

<http://www.film.ca.gov/Incentives.htm>

2015 Cameras were rolling!

Below are some snapshots of 2015 film activity for Sonoma County.

The Fixer

Starring James Franco, Rachel Brosnahan, and Melissa Leo.

Filmed in Bodega, Guerneville, and Monte Rio.



Synopsis: After being exiled from Afghanistan, a former war journalist settles in a small town in Northern California and takes a job with a local Newspaper. But when he attempts to cover local crime, he stumbles into local corruption that puts himself and others in danger. (IMDb)

Here is a special note from Cynthi Stefenoni, Location Manager:

“Starting in June of 2015, I had the opportunity to work as Location Manager on ‘The Fixer’, a feature film which shot roughly 70% of its footage in West Sonoma County (the other 30% being shot in Morocco).

Writer/Director Ian Olds was raised in Sebastopol and he specifically set the USA part of his film in the area of the country that he loves best: West Sonoma County. He wanted to showcase it in all its beauty, diversity and, yes, quirkiness and he did so in spades. Utilizing locations from Petaluma to Guerneville to Monte Rio and from country homes to lush redwood roadsides, he and his crew spent 28 days in 23 locations in Sonoma County.

Monies were generated not only from location rentals, use permits for regional parks and the employment of local actors, but by housing talent and crew in County hotels and feeding them at restaurants of every type and budget throughout the filming.”

2015 HIGHLIGHTS

Running Wild

Starring Sharon Stone

Filmed in Santa Rosa

Synopsis: Running Wild is a drama about the dilemma of wild horses during a drought across the Western U.S. and a widow who saves her ranch by working with convicts to rehabilitate a herd of wild horses that wandered onto her property.



For What It's Worth

Filmed in Geyserville

Synopsis: A wealthy, sophisticated forty-something woman is contemplating her new life in the country when she meets a man half her age. As the summer months pass by, decisions are made that can't be taken back. (IMDb)

Heirloom

A web-based series starring Paten Hughes, Margaret Colin, Tom Wopat, John Lavelle, Ryan Cooper, and Pascale Armand.

Filmed in Healdsburg (Mateo's Cocina Latina, Valette, Chalkboard, and Blackbird Café)

Synopsis: When down-on-her-luck actress Emily comes into an unlikely inheritance, she moves to Sonoma to re-invent herself as a tomato farmer. Her new tomato farm soon yields new friends, new business, and a new shot at love. (Information from James Richard, Filming contact)



Unleashed

To be released in 2016

Synopsis: When a cosmic event turns Emma's dog and cat into two perfect guys, Emma reconsiders her outlook on dating, hilariously works out her trust issues and ultimately learns to love herself. (IMDb)

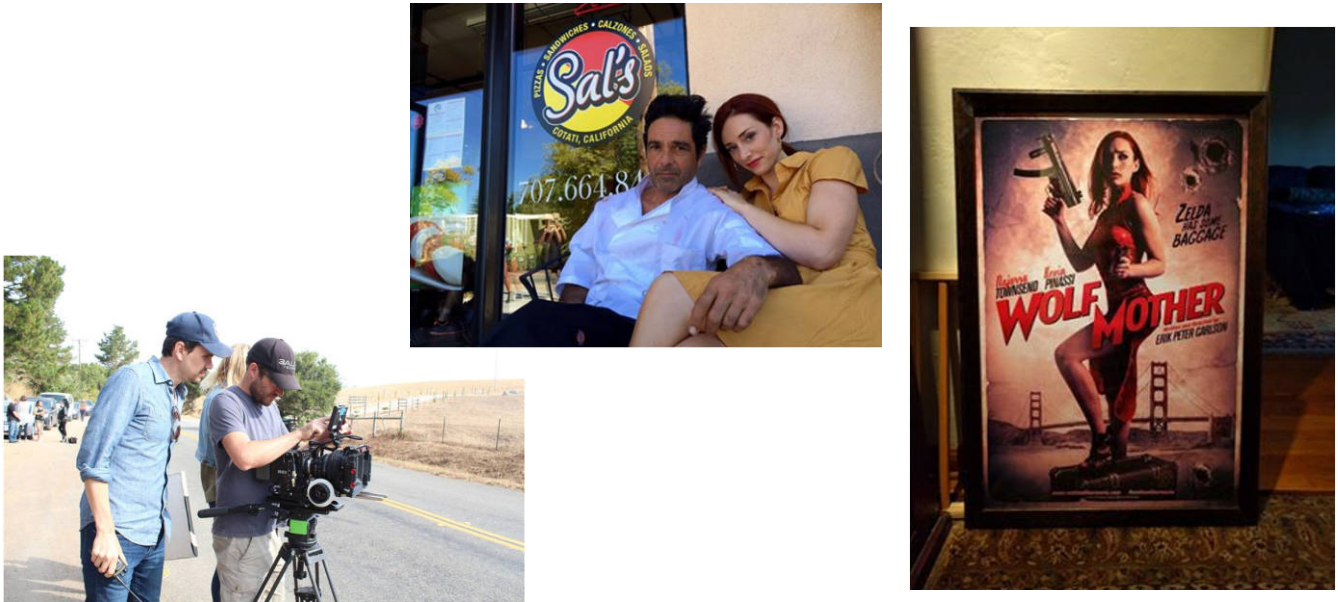
2015 HIGHLIGHTS

Wolf Mother

Starring Najarra Townsend and Kevin Pinassi

Filled all over the Bay Area including Sonoma, Cotati, Santa Rosa, Rohnert Park, Sebastopol, Petaluma, Bodega Bay, and Oakland.

Synopsis: In an attempt to rectify their criminal past, a once successful Hollywood starlet turn prostitute, and a petty thief, set out together to solve a high profile child abduction case in San Francisco.



McDonald's Commercial

Filmed in Petaluma



Source: The Press Democrat

Source: Petaluma360.com

2016 LOOKING AHEAD



Launched in 2014, Creative Sonoma brings together and supports the creative community and the creative industries in the County. As a significant, and highly visible, segment of the creative economy, film production, its coordination and its promotion dovetail with Creative Sonoma objectives. We will bring these two initiatives closer together as we move into the next year.

Film Festivals — Year-round our communities enjoy films in Sonoma County!

- Sebastopol Documentary Film Festival, March 17-20, 2016
- Sonoma International Film Festival, March 30-April 3, 2016
- Best of the Fest (Sebastopol)
- Cuban Film Festival (Sebastopol)
- Wine Country Film Festival, April 29 & 30, 2016
- Sonoma County Jewish Film Festival, October 2016
- Petaluma International Film Festival, October 2016
- Alexander Valley Film Festival, October 2016

Ellen Blustein, Director of the Sonoma County Jewish Film Festival says, “You don’t have to be Jewish to love these films.” The Sonoma County Jewish Film Festival is just one of the eight listed above. The list is growing. In the spring of 2016 the Jewish Community Center adds to their calendar the Israeli Film Festival.

More in 2016

- Release of the movie “Unleashed”
- Filming in Sonoma County “Ghost of a Chance,” New Galaxy Films
- Documentary being filmed at Jack London State Historic Park

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>

A special thanks to all of the locally based businesses, location and production companies, and residents that helped make this last year so successful!

The EDB is pleased to thank the following Signature Sponsors for their support of our important programs.

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MEDIA LEVEL



Sonoma County Board of Supervisors