

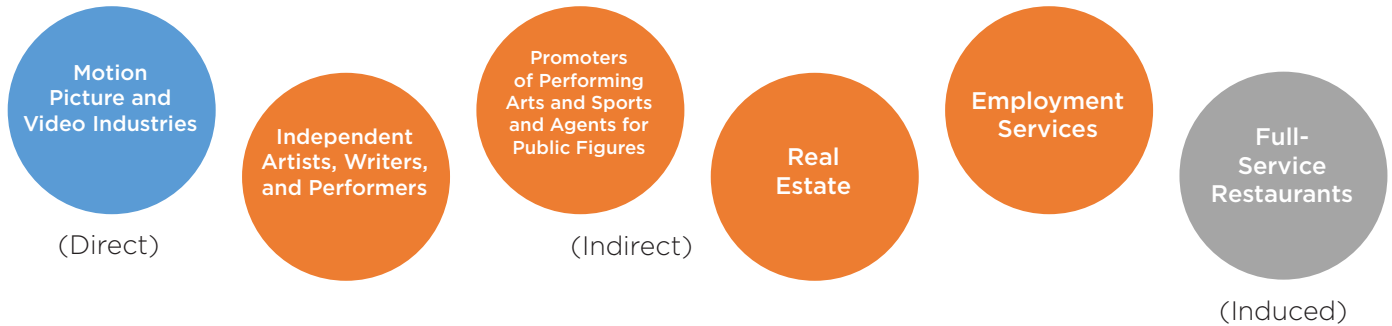
# 2020 SONOMA COUNTY FILM SECTOR ECONOMIC REPORT

**The film sector in Sonoma County generates revenue, jobs, and an expanded awareness for the area.**

The Sonoma County Economic Development Board produced a film sector economic report to measure the **specific economic impact** that the industry has on our regional economy. This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials, from both local groups and those coming from outside of the county. The multiplier **effect of videos and films being shot and produced in Sonoma County generates about \$177 million total** in direct, indirect, and induced outputs.



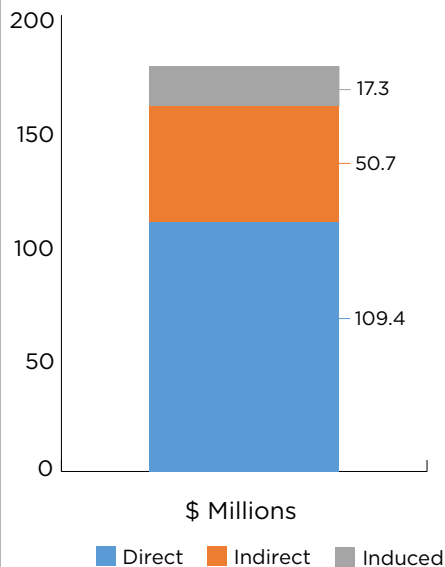
## TOP EMPLOYMENT INDUSTRIES



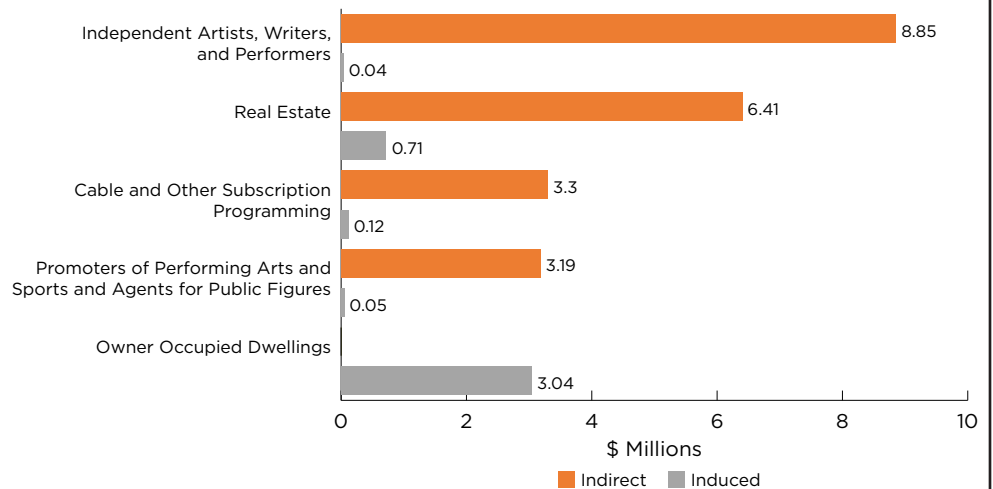
The film sector in Sonoma County employs from these top industries. The top directly employed industry are the Motion Picture and Video Industries. Occupations in this category include producers, directors, camera operators, ushers, and ticket takers.

## TOP OUTPUT INDUSTRIES

**Motion Picture and Video Industries  
Total Economic Output Breakdown  
(millions)**



**Top 5 Indirect and Induced Economic Output Industries  
from Motion Picture and Video Industries (millions)**



These are the top five industries with the greatest economic output as an indirect or induced effect from the film sector. The indirect and induced numbers are a result of the Motion Picture and Video Industries' **\$109.4 million** direct value impact into Sonoma County's economy.

# METHODOLOGY AND SOURCES

	<b>Employment*</b>	<b>Labor Income*</b>	<b>Value Added*</b>	<b>Output</b>
<b>Direct*</b>	605.71	\$11.8 million	\$23.8 million	\$109.4 million
<b>Indirect*</b>	368.84	\$16.1 million	\$26.1 million	\$50.7 million
<b>Induced*</b>	102.43	\$5.6 million	\$10.9 million	\$17.3 million
<b>Total</b>	<b>1,076.98</b>	<b>\$33.5 million</b>	<b>\$60.9 million</b>	<b>\$177.4 million</b>

2020 industry data is provided by IMPLAN, an input-output model.

\*Direct output is calculated by Value Added (VA)+ Intermediate Expenditures, where VA = Proprietor Income + Employee Compensation + Taxes on Production and Imports + Other Property Income. Intermediate Expenditures are defined as "purchases of non-durable goods and services, and purchased services used for production of other goods and services." (IMPLAN).

\*Indirect impacts are generated by business-to-business activity, excluding intermediate expenditures, such as hiring a marketing agent for a production.

\*Induced impacts are from employees and suppliers spending their money throughout the economy.

Sources from IMPLAN and the California Film Commission.

