



“Lights, Camera, *Economic Action...*” for Monterey County!

Karen Seppa Nordstrand
AFCI Certified Film Commissioner

Moira LaMountain
Office Administrator

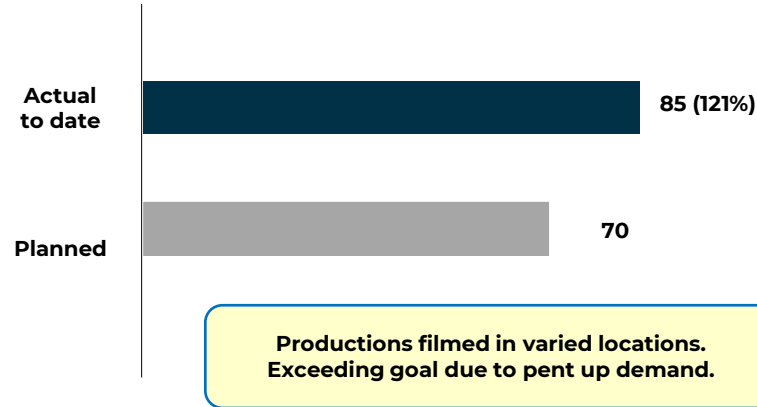
\$124 million spent in Monterey County

New sizzle reel showcases Monterey County

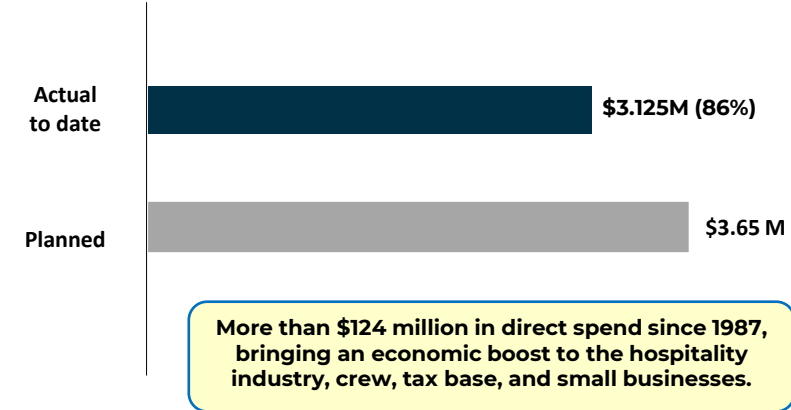


DSA Performance Metrics = 2021-22

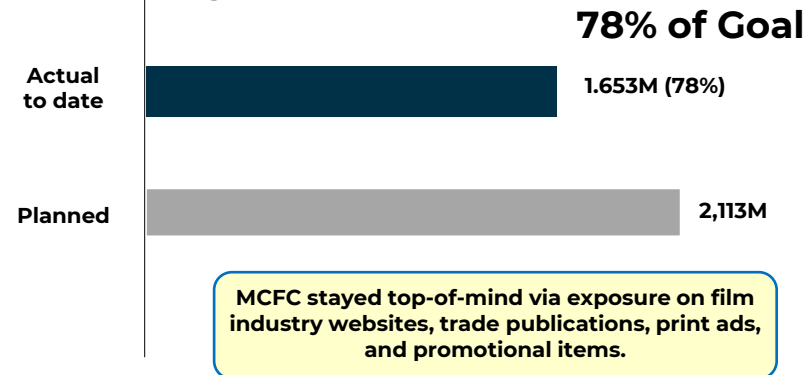
Film Productions —121% of Goal



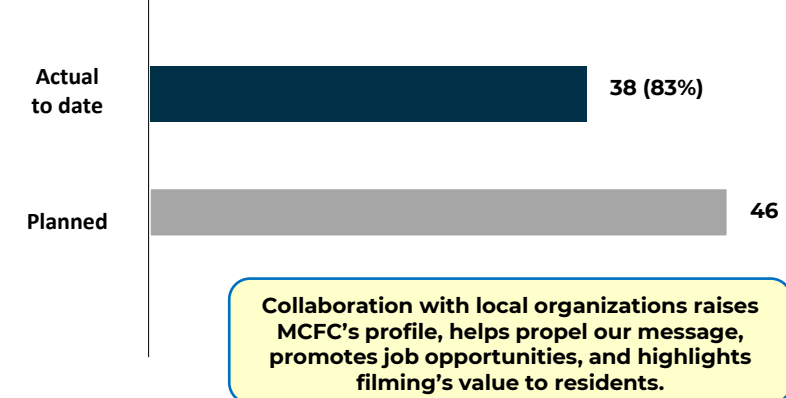
Total Local Spend — 86% of Goal



Expand Reach of Advertising/Promotions

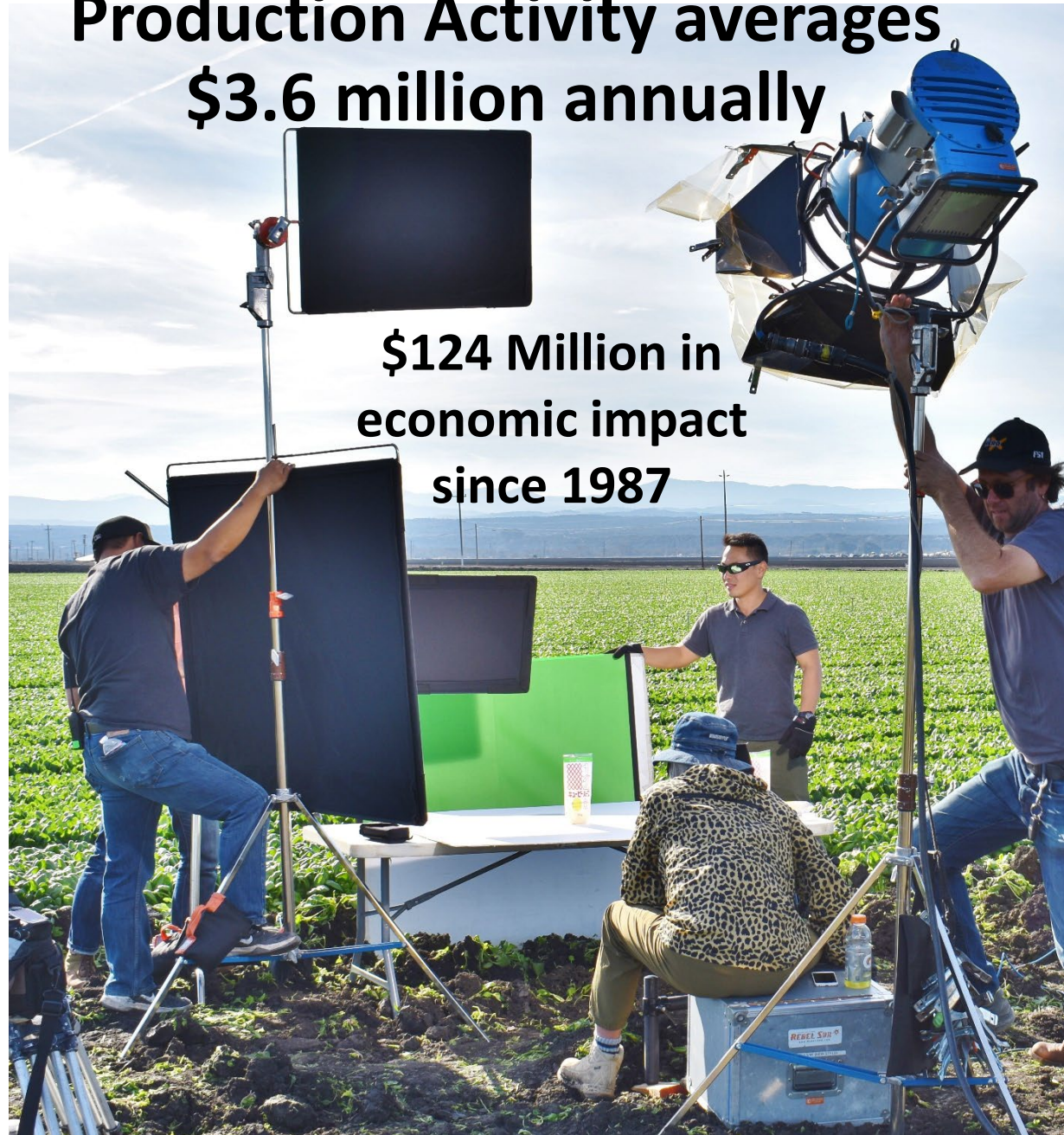


Collaborations & Partnerships — 83% of Goal



**Production Activity averages
\$3.6 million annually**

**\$124 Million in
economic impact
since 1987**



Film crew and business opportunities: Keeps locals hired and skills updated

★ Local crew and services marketing via the **MCFC Film Resources Guide**

★ Location scouts, production assistants, extras, caterers, gas stations, retail stores, hotels and more all get an economic boost from filming on-location in Monterey County



Film Industry Collaboration makes Monterey County and California more competitive

★ **AFCI** (Association of Film Commissioners International)

★ **FLICS** (Film Liaisons In California Statewide)

★ **California Film Commission**

★ **LMGI** (Location Managers Guild International)

★ **AICP** (Assn. of Independent Commercial Producers)

Production Resources Guide

Category Listings

Crew/Production

Actors/Models/Voice-Overs
Art Director
Assistant Director
Assistant Editor
Camera Operator
Catering/Craft Services
Director
Director of Photography
Editor
Grip & Lighting
Hair & Make-up Artist
Location
Scout/Manager
Music Composer
Photographer- Stills and Underwater
Producer/Production Co.
Production Assistant
Production Coordinator
Production Manager
Prop Master
Set Construction
Set Decorator

Script Writer
Sound Technician
Studio Teacher
Stunts
Transportation
Wardrobe/Costume Design
Videographer

Support Services

Accommodations
Advertising/PR
Aerial Services/Drones
Airlines-Charter/Commercial
Airports
Animals/Trainers
Auto/Van/Truck Rental
Casting/Talent Agencies
Creative Services
Delivery Services
Disposal Services
Event Production
Fitness Trainer
Insurance

Limousine Service
Marine Services
Massage Therapist
Medical Services
Props/Prop Rental
Realtors/Home Rentals
Secretarial/Temp Agencies
Security Services
Studio
Teacher/Childcare
Surveyor
Traffic Control/Signage
Unions/Guilds
Vintage
Cars/Ships/Aircraft

Equipment/Facilities

Audio Visual Equipment
Duplication
Expendables
Grip & Lighting
Equipment
Motorhomes
Portable Toilets

Production Equipment
Recording Studios
Screening Facilities
Studios/Stages
Stock Footage/Images
Teleprompters
Video Services/Facilities
Water Truck

Attractions/Entertainment

Dining & Nightlife
Golf
Film Festivals
Museums
Shopping
Spa & Health
Sports & Recreation
Tours & Sightseeing
Wine Tasting

Monterey County ranks #3 in film days on state parks and beaches

California Film Commission
State Parks Permit / Filming Days by County (2018-20)

	2018		2019		2020		
COUNTY	PERMITS	FILM DAYS	PERMITS	FILM DAYS	PERMITS	FILM DAYS	
Humboldt	7	13	7	7	5	9	
Los Angeles	545	688	431	520	320	378	#1
Marin	36	42	28	33	9	12	
Mono	14	18	16	22	5	29	
Monterey	57	175	60	180	30	85	#3
Napa	0	0	1	1	0	0	
Nevada	4	4	20	43	23	47	
Orange	158	230	139	183	111	165	#2
Placer	12	52	18	52	9	15	
San Benito	5	6	8	8	1	1	
San Diego	82	104	50	65	28	40	
San Luis Obispo	56	67	42	52	21	36	
San Mateo	19	24	18	27	9	13	
Santa Cruz	44	65	29	48	25	64	#5
Sonoma	34	60	40	60	19	25	
Ventura	143	168	129	160	58	70	#4

Source: California Film Commission, 2021.

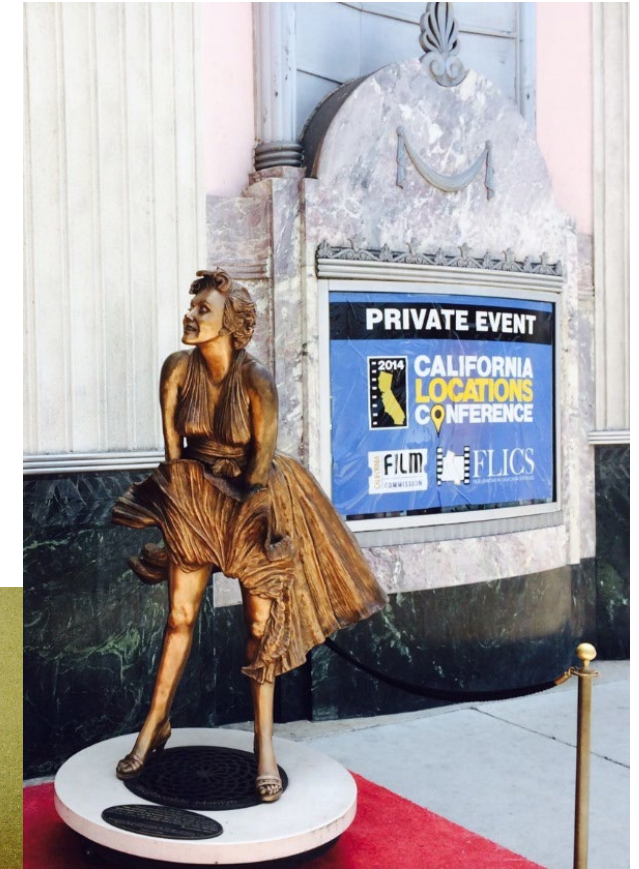
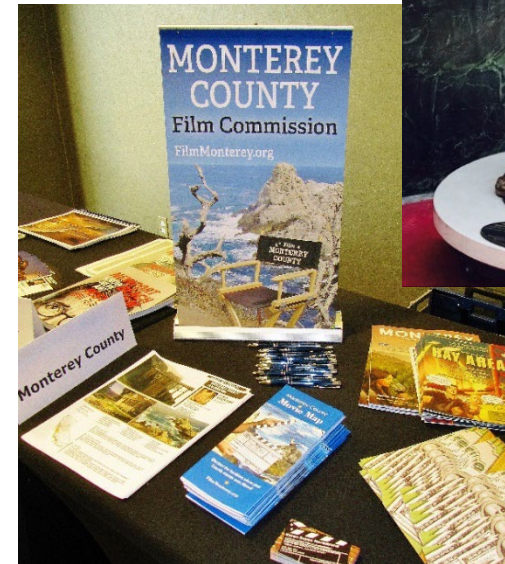
CA Film Incentive Program: \$330 million annually to retain film production dollars in the state



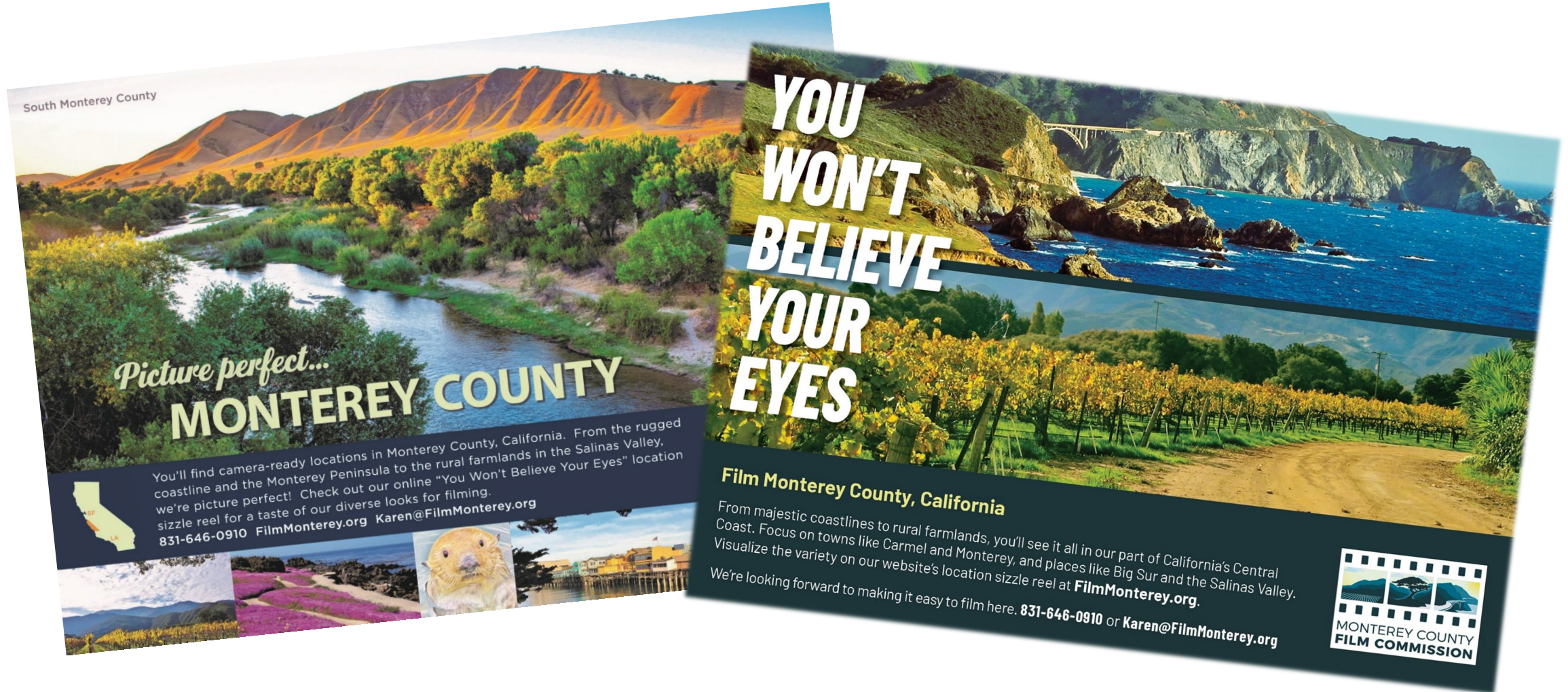
- ★ Most entertainment jobs in California are created by small businesses with fewer than ten employees
- ★ California's Film & Television Tax Credit Program has encouraged film producers to spend \$2.6 billion with the state in FY2020-21
- ★ **Filming in Monterey County means a 5% boost** for productions in Tax Incentive Credits

Tradeshows and Events promote Monterey County to the film industry

★ MCFC represents film possibilities at Los Angeles tradeshows and film industry location events: AFCI Week, AFCI Cineposium, American Film Market, California On Location Awards, and Focus U.K.



Advertising Monterey County to the World



South Monterey County


Picture perfect...
MONTEREY COUNTY

You'll find camera-ready locations in Monterey County, California. From the rugged coastline and the Monterey Peninsula to the rural farmlands in the Salinas Valley, we're picture perfect! Check out our online "You Won't Believe Your Eyes" location sizzle reel for a taste of our diverse looks for filming.
831-646-0910 FilmMonterey.org Karen@FilmMonterey.org

YOU WON'T BELIEVE YOUR EYES

Film Monterey County, California

From majestic coastlines to rural farmlands, you'll see it all in our part of California's Central Coast. Focus on towns like Carmel and Monterey, and places like Big Sur and the Salinas Valley. Visualize the variety on our website's location sizzle reel at **FilmMonterey.org**. We're looking forward to making it easy to film here. **831-646-0910** or **Karen@FilmMonterey.org**


**MONTEREY COUNTY
FILM COMMISSION**

Monterey County Film Student Scholarships

- ★ Film students attending a college or university in Monterey County can apply for the \$2,000 annual scholarship
- ★ Permanent Endowment established with Community Foundation for Monterey County in 2008
- ★ Funds for financial aid and incentive for future filmmakers



MCFC Board members Garland Thompson and Gary Bolen congratulate Eliette Singleton, CSUMB film student