



# **MONTEREY COUNTY FILM COMMISSION**

## **MARKETING PLAN FY 2009-2010**

Film Industry Marketing and Assistance Program  
for Monterey County



## **Film Industry in Monterey County: Positive Economic Stimulus**

*The Film Production marketing plan of the Monterey County Film Commission fits with Monterey County's vision and need for economic development opportunities, local employment and job development, and expansion of educational and cultural activities.*

The Monterey County Film Commission is a non-profit organization, marketing Monterey County as a destination for the motion picture, television and related industries, for the purpose of stimulating economic development, creating jobs, and providing supporting educational opportunities related to the film industry.

**This operational plan reflects the mission and marketing elements for the next fiscal year, utilizing Monterey County Development Set-Aside Funds.** It represents the entire county as the MCFC promotes and facilitates productions coming to film from other areas, and also assists local production companies and their employees working on film projects.

**The film commission serves as an economic stimulus program for Monterey County.** The MCFC works to be as proactive as possible with film industry marketing, which means prompt response to leads, scouting opportunities, and film industry exposure. Because of the prompt, professional assistance the film commission offers and on-going marketing efforts, film industry inquiries have increased. The economic impact that on-location visits from film companies have held steady and hold the promise of increasing next year with a **new statewide film incentive program.**

Filmmakers want sites from the small farm towns of South County to the more urban looks in the county's larger cities and the dramatic images of the Big Sur coastline. Industrial and desolate settings are also requested. Promotions of the county's 1,200 miles of roads can tempt automobile commercials here.

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## **Program Elements**

**The film commission's program is a highly targeted marketing and assistance strategy to promote the county's many film assets – locations, services, and crew.** More than 340 film commissions exist in the world, and they are reaching decision-makers in the film industry offering money incentives, tax rebates and artistic grant incentives. The MCFC offers free assistance to film productions, saving them time and money and facilitating their projects while keeping our locations top-of-mind, but there are on-going competitive challenges.

**Monterey County Film Commission will work to stay visible and promote local film assets, staying top-of-mind with those who decide where to go on location with their projects.** The MCFC participates in regional efforts to market this part of California and its proximity to the nearest film production center in San Francisco. There are on-going issues of competition from other countries and U.S. states that must be met through regional affiliations, a new California film incentive program, and on-going local efforts to ensure a film-friendly welcome for production business.

**In a changing industry and economic environment, solid funding from Monterey County is vital to help the film commission reach new markets and include marketing techniques, proactively reach more production companies, and stay visible with key film industry professionals.**

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## **The Competitive Market**

The key target markets of the MCFC are independent films, TV, commercials, and still photography productions, and the location scouts and location managers whose job it is to seek film locations for them. The bulk of the market is centered in the Los Angeles area, with additional production markets in San Francisco, New York, and European countries such as England and Germany. New media development also creates the need for additional product.

**The film commission continues to work from its strengths—its varied and attractive film sites, the professionalism of its staff, positive word of mouth within the film industry, and years of personal relationships with those in the film industry who determine where film productions will shoot.** The film commission addresses the local market of film professionals and residents as well, fostering awareness of the film commission and helping educate about the positive economic impact of filming in local communities. The film commission promotes a "film-friendly" welcome from jurisdictions and maintains a portfolio of local property owners and city and county

- Since its inception nearly 22 years ago, the Monterey County Film Commission has reached thousands of production industry professionals around the world through its marketing programs, and has **assisted more than 3,000 productions filming within the county**. Annually, the film commission handles some 500 to 600 requests for filming, resulting in approximately 60 projects last year. The film commission estimates that since it began, more than **\$72-million of financial impact has come to Monterey County in direct dollars** (no multiplier).
- Filming remains strong in television and commercial production as well as still photography markets, which represent the bread-and-butter business for Monterey County. Scouting for features and other productions happens year-round, but there has been a statewide trend for large studio feature films to follow strong incentive or cost rebate programs in an effort to reduce costs of producing films.
- **Portions of 200 feature films have been shot in Monterey County over the years. Independent features have increased potential for on-location filming in the county, and commercials and TV shows are strong sources of business.**
- The film commission works to develop and nurture area locations plus keep current on industry needs for the most professional production response. It is of utmost importance that the local communities continue to remain “film friendly” by understanding the needs of the film industry, so that Monterey County locations do not become too expensive or too difficult to film. This “internal marketing” to our local constituencies continues as a key element in keeping film projects coming here.

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## **Goals and Objectives highlights**

Facing stiffer competition for the film business, the Monterey County Film Commission will continue to provide services, promote its film assets, and become more visible and proactive in FY2009-2010. Among the objectives for the next fiscal year:

- Promote the new California Film Commission Production Incentive Plan which provides \$100 million per year for five years for film and TV productions that film at least 75% of their shoot days in California. It has \$10 million set-aside specifically for independent film. The MCFC’s goal is to help draw these supported productions to Monterey County as it is geared towards films with budgets between \$1 million and \$75 million.
- Location library development and office management program will be enhanced to make county locations more visible on our website, and cross-referenced and promoted through a worldwide system for production company and location scout/manager access. The addition of the Reel Scout program—specifically designed for film commissions— means a marketing advantage for exposure of Monterey County locations.
- E-communication and social media connections will be increased. Website content and interactive media elements will be enhanced. Enewsletters will be increased to commercial producers and location scouts and managers who

**To facilitate and expedite on-location film productions**

- Liaison opportunities with production companies and local residents
- On-site assistance at film locations
- Troubleshooting/after-hours access (24/7 access for film productions)
- Acquisition of new locations available for filming

**Local Film Market and Film Development****To expose various segments of the community to the Monterey County Film Commission's goals, mission, and need for local support**

- Involvement with county-wide organizations (chambers of commerce, MCCVB, hospitality industry, etc.)
- Speaking engagements to civic clubs and others
- Increase number of local news stories and publicity, adding TV PSA exposure

**Bolster the local film industry**

- Encourage local hiring and purchases by film production companies
- Increasing production guide listings/advertising opportunities on website
- Location assistance to local film students and local production companies

**Gather and publicize economic impact information**

- Local media relations plus activities for community awareness
- Government/business awareness of film production's impact in the economy and on tourism, cultural life and education
- Overall research of film industry economic impact from on-location film productions and projects of indigenous companies; develop new production tracking system

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**Outside Funding and Partnerships**

The film commission will continue to seek financial partners and funding through local jurisdictions, grants, individual sponsors, and local events and activities to garner support to supplement its budget for this fiscal year. Locally MCFC faces funding competition from more than 700 nonprofits in Monterey County.

The film commission keeps locals aware of the film commission and its mission of economic development on behalf of Monterey County. MCFC will encourage volunteer assistance, and seek opportunities for synergies on co-operative projects with its DSA partners--the MCCVB and Arts Council for Monterey County.

The film commission participates in local and regional co-op and sponsorship coalitions within the California Film Commission, Film Liaisons in California Statewide, Location Managers Guild, the Greater San Francisco Bay Area film commissioners group Film SF Bay Area, and the International Association of Film Commissioners.

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- **Community/Production Liaison**

The film commission director of film production is on call 24 hours a day, 7 days a week, to assist film companies and to intercept any problems or immediate needs that may occur before and during filming. Staff and board members work to educate the local community about the benefits of on-location film production and work to foster a "film friendly" attitude in order to attract more film production to Monterey County and keep communication lines open. When productions arrive they are given assistance, and the commission serves as liaison between locals and the production company.

### **3. Trade Shows and Film Industry Education & Development**

Promoting Monterey County's film assets (locations, services and local personnel) at key film industry trade shows and educational events is an effective way to reach thousands of key decision makers in the film industry and personalize the film commission.

Monterey County will be represented at select shows. In-person connections and networking opportunities are invaluable, and having a presence at industry trade shows illustrates that Monterey County is actively interested in film business and keeps its film assets top-of-mind. By sharing booth space and cooperating with the Greater San Francisco Bay Area Film Commissions or Film Liaisons in California Statewide film offices, costs are reduced. Below are some of the key film industry events and marketing shows:

- **"California On Location Awards"**

Held in the fall in Los Angeles, this event places Monterey County in front of 400 major location scouts and managers as well as directors and producers. The evening honors top film professionals who work well with California film commissions and recognizes the production companies that keep film business in California. Monterey County Film Commission helps sponsor this event with its statewide network of film commissions. It affords visibility with the key market plus offers advertising opportunities. This is the ideal forum for film commissioners to connect and build relationships with film location professionals and production companies.

- **Cineposium Conference for Film Commission Professionals**

The presentations, connections, networking and up-to-date training for professional film commissioners makes the Cineposium conference the ideal source of information on film office best practices and the latest competitive skills. Cineposium offers professional development courses plus a senior film commissioner certification program. The latest in incentives, marketing, new media opportunities, location filming and film office issues are explored in seminars and networking sessions with fellow film commissioners.

- **California Only Tradeshow**

A show solely presenting California film possibilities is held in southern California. It keeps the focus on the unusual statewide locations or "worldwide matching looks" that location scouts and producers may not know about, encouraging more directors and producers to film within the state. It's a key opportunity for the Monterey County film commissioner to develop relationships with those who determine film sites.

- **Locations Trade Show**

The April gathering of more than 4,000 location scouts, producers, directors, and other location decision-makers is the major location-oriented show for the film industry.

### **Association of Film Commissioners International**

This organization raises the profile of the MCFC internationally, and provides specialized training for film commissioners on best practices, updates on film industry needs, and marketing efforts. As an AFCI member, the MCFC benefits from exposure for Monterey County on the international AFCI website, international publicity in the Locations trade journal, networking opportunities to gain competitive information, and name recognition for Monterey County with worldwide filmmakers.

## **6. Sales Calls/On-Location Visits**

Personalized familiarization visits for independent filmmakers and location scouts will be provided to show off potential film sites and increase the number of film productions coming on-location. Proactive sales calls on production companies will bring added top-of-mind interest in Monterey County locations.

## **7. Film Company Response/Initiative Administration**

Film Company Response is the single most important element to running an effective film commission. Prompt, thorough and professional response to requests from production companies is vital to increasing film production in Monterey County. Elements of the film company response program are described below:

- **Community/Production Liaison**

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- **Photography Location Library/Production Center**

Increasing the location library, improving digital photography library, and improved management of digital image files will be a priority in the fiscal year. Showing off and updating Monterey County images is a critical marketing element. MCFC will continue to enhance Monterey County’s presence in the California Film Commission’s advanced digital photo library which is linked to the MCFC site. The film commission will offer a free in-office Production Center and location library to location scouts and producers coming to Monterey County.

- **Location Scouting**

Film commission staff provides prompt free location scouting services to production companies. Researching county locations, developing contacts with local property owners, and traveling to areas to shoot photographs for specific production requests are important services for film companies.

- **Permit Referral Service**

The Monterey County Film Commission acts as a screening and information office for companies inquiring about permits, thus expediting film requests and relieving the burden of government jurisdictions. Details on film guidelines and procedures are provided by film commission staff in order to pave a smooth road for permit acquisition.



**MONTEREY COUNTY FILM COMMISSION  
COUNTY FUNDING BUDGET REQUEST  
July 1, 2009- June 30, 2010  
*Promotional Plan Utilizing County Funds***

Below is the budget for fiscal year 2009-2010 from the Monterey County Film Commission. Adequate funding means more proactive marketing can be accomplished in an increasingly competitive environment. Essential programs are listed and estimated.

**1. ADVERTISING/ MARKETING/PROMOTIONS**

**\$19,000**

Advertising in select trade publications and online directories; direct mail campaigns; promotional collateral; communications and public relations program for local, regional and film industry (P3 Production, Producers and Commercial Producers directories, Reel Directory for Northern California). Creative development for advertising and production of collateral materials about county film opportunities, new California film incentive program, and other initiatives.

**2. WEBSITE /ONLINE MARKETING**

**\$25,000**

Development of effective and interactive website; revenue-producing efforts via production guide online. Reel Scout location library and project management system; E-communications and newsletters to film industry professionals, trade organizations, local residents. Expansion of social media outlets to propel marketing messages. Updating of needed marketing software and hardware.

**3. TRADESHOWS/ FILM INDUSTRY EDUCATION/DEVELOPMENT**

**\$10,000**

Participation in key trade shows in Los Angeles and San Francisco areas; AFCE Cineposium film industry advanced development programs and industry marketing seminars; representation for county at Locations Tradeshow for producers, directors, location managers; film industry events; California Only Tradeshow for key location scouts; California On Location Awards event with top location decision-makers; FLICS/AFCE educational Programs for film commissioner.

**4. MARKET RESEARCH**

**\$3,000**

Increasing film locations and local resources in county; securing data and analyzing county economic impact; jurisdictional updates for permits and communication; compiling film industry, media, and local film business contacts; assessing film production and film commission best practices data at regional, state and international levels.



- 5. CO-OP PROMOTIONS** **\$3,000**  
Northern California and SFO; FLICS/California; collective promotions and associations to leverage funds for advertising, promotional efforts, regional film industry exposure and affiliation. Cooperative ventures and projects with county partners MCCVB and Cultural Council.
- 6. SALES TRIPS/ON-LOCATION VISITS** **\$5,000**  
Select sales trips, location scout assistance on-location, and familiarization trips to Monterey County by potential filmmakers/location professionals, to increase exposure of county to filmmakers and keep in the inside track; build relationship with Location Managers Guild, film commissioner meetings, and other significant opportunities to enhance connections with key market year-round.
- 7. FILM COMPANY RESPONSE/INCENTIVES ADMINISTRATION** **\$71,116**  
Facilitation of film production requests; assisting location scouts and managers and other location decision-makers; enhancement of production photo library, scouting locations; photography and photo scanning; staffing and maintenance of office management system and digital library; jurisdictional communications; developing contacts for crew and services. Staff to provide prompt, professional response to business inquiries, leads, requests for assistance by film industry 24/7 to keep county competitive. Expansion of incentives program to attract film business.
- 8. LOCAL ACTIVITIES/ EVENTS MARKETING** **\$20,000**  
Coordination of local educational activities related to the film industry and job development. Developing film-related events and cultural activities, presentations on film employment opportunities, and local exposure to keep county residents and business aware of the MCFC and the impact of the film industry as positive economic force. Development of "Reel Friends of the Film Commission" support organization.

**TOTAL** **\$156,116**

# **PRODUCTION REVENUE TRACKING GUIDELINES** **Direct Spending For On-Location Production - US Dollars**



Determining the direct location spending a film or media project brings to an area is an important task. In a perfect world, a commission can ask the producer or production accountant on a project to arrive at an accurate assessment of the actual dollars spent in a given area using the AFCI. However, this information is not always available.

In the event actual reports cannot be secured, the formulas listed here have been recognized by AFCI members from North American film commissions as reasonable guides for calculating the production spending of certain projects. These formulas are based on an analysis of studio & TV network accounting records, independent producers/production managers, commercial production companies, exit reports submitted to film commissions, and generally accepted estimates from film commissioners.

Outside North America, many cities, regions, and nations may have different results, and are encouraged to use this system as a basis for the development of their own unique tracking systems. As with any formula, common sense and prevailing history should be applied. By careful tracking of reports from AFCI members using this system, the Task Force will periodically refine the formulas to increase the accuracy and flexibility for all jurisdictions.

|  | <b>LOW BUDGET<br/>Minimal Crew</b> | <b>MEDIUM BUDGET<br/>Full Crew, Union<br/>Scale</b> | <b>HIGH BUDGET<br/>Full Crew, Union<br/>Scale</b> |
|--|------------------------------------|---|---|
| <b>Type of Production</b>  |                                    |   |   |
| Feature Film   |                                    | \$125,000/day                                       | \$260,000/day<br>(including stage work)           |
| Feature Film<br>(Independent)  | \$30,000/day                       | \$50,000/day  | \$110,000/day                                     |
| TV Weekly Series<br>(Network TV)   |                                    | \$165,000/day                                       | \$300,000/day<br>(including stage work)           |
| TV Movie   | \$35,000/day                       | \$75,000/day  | \$125,000/day                                     |
| TV Special   | \$35,000/day                       | \$60,000/day  | \$100,000/day                                     |
| Commercial   | \$25,000/day                       | \$100,000/day                                       | \$150,000/day                                     |
| Music Video  | \$30,000/day                       | \$65,000/day  | \$110,000/day                                     |
| Corporate/<br>Industrial   | \$15,000/day                       | \$25,000/day  | \$45,000/day                                      |
| Documentary  | \$15,000/day                       | \$25,000/day  | \$35,000/day                                      |
| Still Photography  | \$15,000/day                       | \$25,000/day  | \$35,000/day                                      |
| Reality  | \$7,500/day                        | \$25,000/day  | \$60,000/day                                      |
| * All Others   | \$15,000/day                       | \$25,000/day  | \$35,000/day                                      |
| * All Others: 2nd Unit, Travel, Educational, Satellite, Foreign Broadcasts, Sports, Exercise, etc. |                                    |   |   |

(Revised February 2007)



February 19, 2009

**Production Alert: State Legislature Passes Motion Picture Production Incentive.**

Early this morning, the California legislature passed a tax credit for film and television productions that film at least 75% of their shooting days in California, as part of the state budget bill. The program is funded for five years at \$100 million per year beginning in fiscal year July 2009/10 through the 2013/14 fiscal year. (However, credits may not be utilized until tax years beginning in Jan. 2011.)

The Production Incentive Program is geared towards feature films with budgets between \$1 million and \$75 million, TV series that relocate to California, and TV series produced for basic cable.

Eligible productions may receive tax credits equal to 20% of qualifying expenditures or 25% for independent films (with budgets under \$10 million) and TV series that relocate to California. Only below-the-line expenditures qualify.

Enormous thanks goes out to a broad coalition of entertainment industry groups who worked tirelessly on this effort for many years. Those groups include: DGA, IATSE, AFTRA, SAG, Teamsters, MPAA, IFTA, Hollywood Post Alliance, PGA and countless film workers, producers, support businesses, the CFC board, and others too numerous to mention.

Over the next few months, CFC Director Amy Lemisch will be working on drafting program regulations and application procedures.

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