



DSA PROJECT
ANNUAL PERFORMANCE
REPORT

July 1, 2024 ★ June 30, 2025



MONTEREY COUNTY
FILM COMMISSION



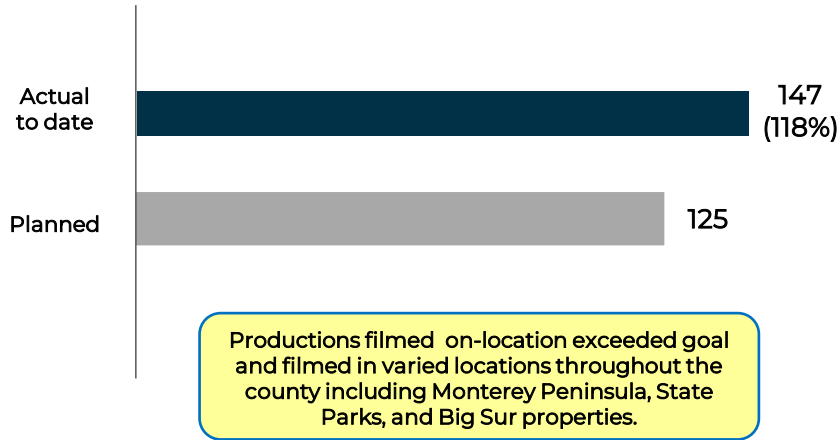
MONTEREY COUNTY **FILM COMMISSION**

Our mission is to inspire and facilitate film
and media production throughout Monterey County,
creating positive economic impact.

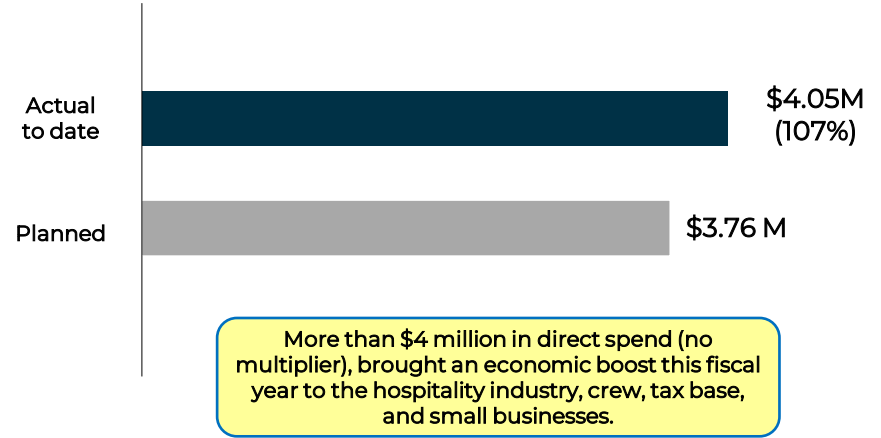
FY 2024-25 (Annual) Performance Goals Summary



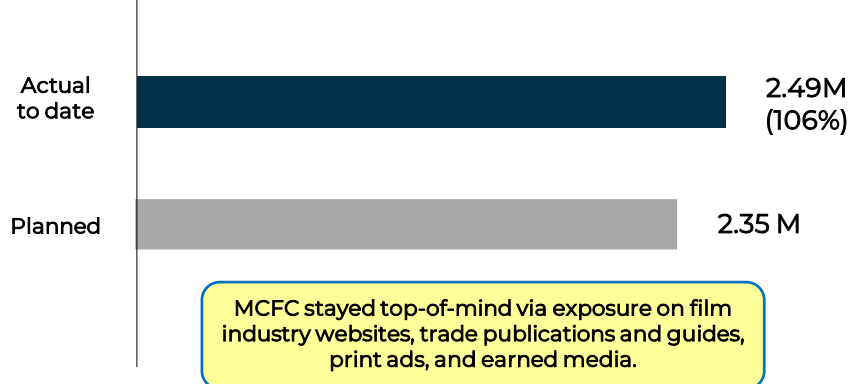
Film Productions — 118% of Goal



Total Local Spend — 107% of Goal



Expand Reach of Advertising & Promotions — 106% of Goal



Collaborations & Partnerships — 100% of Goal



**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION											
DSA Agency Name: Monterey County Film Commission		Project Description: Contractor to provide, develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue, and jobs throughout Monterey County.									
Contract Amount: <u>\$289,742.00</u>		Fiscal Year: <u>July 1, 2024 to June 30, 2025</u>									
Project Contact Completing Form:	Karen Seppa Nordstrand or Moirra LaMountain	Title:	Monterey County Film Commissioner Office Administrator								
Primary Telephone:	831-646-0910	Email:	Karen@FilmMonterey.org or Moirra@FilmMonterey.org								
Address:	801 Lighthouse Avenue, Suite 104, Monterey, CA 93940 / P.O. Box 111, Monterey, CA 93942-0111										
Progress Report Reporting Period: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width: 20%; padding: 5px;"><i>Ck current report period</i></td> <td style="padding: 5px;">Reporting Period:</td> </tr> <tr> <td style="padding: 5px;">☐</td> <td style="padding: 5px;">Presentation to the Board of Supervisors on 1/28/2025 for half year results</td> </tr> <tr> <td style="padding: 5px;">☐</td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">☒</td> <td style="padding: 5px;">Annual Report 7/1/24 - 6/30/25 (Due: 07/31/25)</td> </tr> </table>				<i>Ck current report period</i>	Reporting Period:	☐	Presentation to the Board of Supervisors on 1/28/2025 for half year results	☐		☒	Annual Report 7/1/24 - 6/30/25 (Due: 07/31/25)
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☒	Annual Report 7/1/24 - 6/30/25 (Due: 07/31/25)										
Performance Report Submittal Date:		07/30/2025									

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

GOAL 1 – Increase Film Industry Outreach and Local Facilitation Efforts

Objective: Influence quantity of film inquiries and contacts through timely 24/7 'Best Practices' responsiveness. Increase the number of film productions that select Monterey County as their location destination and expand the total spend.

Proj	Activities	Performance Measure	Expected Outcome	Planned	FY2024-25 Results	% of Goal Completed
Task 1a	Attract and facilitate the number of inquiries that have positive results.	Numerical increase in positive inquiries as summarized in the film commission records.	Increase in positive inquiries as compared with the previous year by 5%.	Increase from 290 to 304 positive inquiries.	251	83%
1b	Track the number of media productions occurring in Monterey County.	Productions occurring in Monterey County as measured by film commission records and State issued permits.	Increase in productions as compared with the previous year by 10%.	Increase from 114 to 125 media productions.	147	118%
1c	Increase the total spend from film production.	Numerical of total spent from film production as summarized in film commission records.	Increase in total spend from film productions as compared with a 3-year average and increase by 5%.	Increase from \$3.47M to \$3.76M total film production spending.	\$4.04M	107%

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

Provide a narrative of year-to-date accomplishments of Project Goal #1
Increase Film Industry Outreach and Local Facilitation Efforts

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

July 1, 2024 – June 30, 2025

In fiscal year 2024-25, the nonprofit Monterey County Film Commission (MCFC) effectively brought filmmaking's financial benefits to our area in an increasingly competitive arena, helping smooth the way for film productions interested in filming in the county. Productions take pictures and leave behind money providing an economic boost in support of local crew, the hospitality industry, and many providers of goods and services. Since MCFC was established by the Monterey County Board of Supervisors in 1987, more than **\$142 million** has come into county communities from on-location film productions.

The MCFC is pleased to report that this year's goal of propelling positive economic impact for Monterey County communities through the film industry was exceeded, at **\$4.05 million** in direct spend (107% of goal). This was despite a slowdown in inquiries and an industry-wide contraction in production activity throughout the state, with impacts from post-Writer's Guild of America (WGA) and SAG-AFTRA union strikes, disastrous fires affecting productions and film professionals in Los Angeles, and a slow rebound due to less streaming content development and other issues. Other local challenges to film activity were the annual county summer moratorium on filming Highway 1 with intermittent traffic control (which most car shoots require), and the highway's closure to through traffic in southern Big Sur, due to the long-running work on repairs to the Highway 1 Regents Slide in southern Big Sur. This led to slightly lower number of film inquiries, at 251 or 83 percent of MCFC's annual goal.

This fiscal year there were **147 on-location film productions** in Monterey County, which exceeded MCFC's Goal 1 target of 125 at 118 percent. Among the productions were TV shows, commercials, fashion shoots, tourism videos, documentaries, still photo shoots, student films, and more. Two major feature films were shot on-location, and with high-end budgets they made a dramatic financial impact.

"Whalefall"—a Disney/20th Century Studios feature film—left more than \$930,000 in local spend during preproduction and a week of on-location filming in June 2025. It was a recipient of the California Film & Television Tax Credit Program, which is administered by the California Film Commission. Their expenditure report notes that 11 local crew and 118 local background performers were hired, with local vendor spend for hotel, location fees and permits, rentals and purchases, and more. The film is based on a NY Times bestselling book, "Whalefall," which identifies Monastery Beach, and hopefully the final movie retains name recognition for Monterey Peninsula sites to encourage spinoff tourism when the film is released likely in 2026. Film locations included Monastery Beach, Bay School, Pacific Grove cemetery, Highway 1, Monterey High School, Monterey Bay water scenes near the Coast Guard Pier, and

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

Project Goal #1 (continued)

Monterey County's Jacks Peak Park, with base camp space rented at the Crossroads Shopping Center benefiting the Pt. Lobos Foundation. A star who filmed here was Austin Abrams. Ron Howard is one of the film's producers. Josh Brolin will star in the Los Angeles area scenes.

"Maintenance Required," another feature, filmed in September 2024 in Pacific Grove and on General Jim Moore Boulevard in Seaside after filming in San Francisco and England. Madelaine Petsch and Jacob Scipio starred in Monterey County scenes.

Other production highlights: KQED's "Check Please" TV show (at Julia's Vegetarian Restaurant, Pacific Grove; El Bistro by the Sea Restaurant, Carmel-by-the-Sea; The Meatery in Seaside; and Schooners at Monterey Plaza Hotel). The BBC and Brand USA tourism video "BBC Story Works" featured Carmel-by-the-Sea with Hilary Swank. Johnston & Murphy fashion chose Carmel Valley's Holman Ranch and Folktale Winery while Todd Snyder and Tom Ford fashion shoots used state parks in Big Sur, Asilomar and Pt. Lobos. There were car shoots at WeatherTech Raceway Laguna Seca, Pebble Beach Concours d'Elegance, Porsche in Carmel, and the "Driven by Legacy" documentary (Highway 1 car rally). The "90 Day Fiancé" TV episode filmed Monterey sites. Big Sur was the choice for a commercial for Audi Q5, and a Honda 2026 CR-V TS reveal shoot at a private ranch.

New potential film sites were photographed for MCFC's location library including a private home in Big Sur, plus locations in Carmel Valley, Salinas Valley crops, a Soledad farm, and Central Coast College hospital setting in Salinas.

The film commissioner attended film industry professional development training and had opportunities to connect personally and promote filming in Monterey County with producers and location scouts and managers in Los Angeles at the Association of Film Commissioners International (AFCI) Week at UCLA and a Fox Studio Lot event, the Location Managers Guild International (LMGI) awards event, and the California On Location Awards event (MCFC was a film commission sponsor as a member of Film Liaisons in California Statewide (FLICS), which is a statewide organization of 40 film offices in California), plus a Netflix meeting with FLICS members and various Netflix producers.

Other exposure for Monterey County comes from MCFC membership in Association of Independent Commercial Producers (AICP), Film USA, a national film commission organization, and as a partner with the California Film Commission (CFC). MCFC joined a new film "Location Lounge" platform launch which is to provide a steady stream of attention and opportunity for direct connections from film professionals actively seeking locations.

Statewide California Film & Television Tax Credit Program: Film & Television Jobs Act 4.0

As a member of the FLICS organization, the MCFC was supportive of Gov. Gavin Newsom's proposed expansion of the state's annual film and television tax credit program from \$330 million to \$750 million and the revamping of the program to strengthen California's position as a global production leader and ensuring more jobs and opportunities across the state. California has been losing production business to other states and countries who offer much more lucrative incentives, luring productions away from the state.

FLICS joined the many unions, guilds, and industry stakeholders statewide advocating to make this incentive expansion possible in the past year. Ultimately the California Legislature understood the importance, the bill passed, and the governor was able to sign the legislation for the Statewide Film & Television Jobs Act 4.0 to become effective in July. Hopefully there will be a more sustainable future for California's creative workforce now, and more opportunities for productions to take advantage of the program and its boost for filming outside the LA Zone, in places like Monterey County.

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

GOAL 2 – Expand Industry Marketing and Promotion Opportunities

Objective: Marketing and communication about Monterey County to film production industry.

Proj	Activities	Performance Measure	Expected Outcome	Planned	FY2024-25 Results	% of Goal Completed
Task A	Increase promotional placements in trade industry and other media.	# of trade association, co-op, and guide listing promotional placements.	Increase in promotional placements as compared with the previous year by 5%.	Increase from 40 to 42 trade association placements.	42	100%
B	Expand reach from film trade advertising.	Exposure (reach) of placements.	Increase in reach as compared with the previous year and increase by 5%.	Increase from 2,240,373 to 2,352,391.	2,492,198	106%
C	Track website exposure for propelling marketing message.	# of “Unique Visitors” count.	Increase “Unique Visitors” count by 10%.	Increase from 16,225 to 17,848.	16,117	90%

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #2
Expand Industry Marketing and Promotion Opportunities***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

July 1, 2024 – June 30, 2025

MCFC continued to develop and place advertising in film industry publications with online page-turners, many with a year's duration:

- A half page ad, "Make the Scene in Monterey County" ran in the UK Focus tradeshow's "Makers" a global production publication with page-turner. The London show connects content creators and facilitators from over 100 countries. Placement also includes year-long display of MCFC showreel, logo, locations slideshow, and website link.
- Half-page ad placement in the Locations International magazine, with distribution at Cannes Film Festival and other global festivals
- A new full-page ad, "Monterey County: Our locations speak for themselves," in Compass, the official magazine of the Location Managers Guild International featured voice bubbles describing film sites in Monterey County.
- A quarter-page ad, "You Otter be Proud" ran in the COLA (California On Location Awards) magazine, congratulating film industry COLA Award winners at the COLA event, spotlighting top location scouts and managers.
- MCFC photos and spotlight was in a co-op ad section for FLICS in Destination Film Guide magazine.
- Membership in Film USA organization provides monthly MCFC's logo and website exposure in their industry eNewsletters.
- MCFC's collaborations with film industry organizations that promote film production statewide and nationally include Film Liaisons in California Statewide (FLICS) and the California Film Commission (CFC). CFC is a part of the California Trade and Commerce Agency, with their parent agency being the Governor's Office of Business and Economic Development (Go-Biz).
- MCFC is spotlighted globally via the Association of Film Commissioners International (AFCI). Karen Nordstrand is the Monterey County Film Commissioner and is one of 45 internationally-certified by the AFCI, and her certification was renewed this fiscal year.
- Production Hub and LA411 spotlights for MCFC

Local advertising helped reinforce MCFC's importance to the economy and educated county residents about the film commission's resources. Ads were placed in the King City Rustler and Monterey Herald National Nonprofit Day edition ("Monterey County: Lights, Camera, Economic Action" ad) with editorial feature ("Taking Care of Filming Matters in Monterey County"), plus Women in Business edition (Karen Nordstrand and "Reel Business for Monterey County" featured).

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

Project Goal #2 (continued)

Earned media with editorial stories were in the Locations International magazine, Monterey County Weekly, Lighthouse District and Old Monterey e-newsletters.

Also, there were FilmMonterey.org website updates and although the goal of website 17,848 unique visitors was not achieved, the website presence was up 1 percent over the previous year, and FilmMonterey.org news postings, filming information, location photos, and permit contacts were regularly updated. MCFC Facebook postings and advertisements increased the followers count to more than 2,700.

Other MCFC events promoted:

- MCFC was selected to curate a year-long art display at the Monterey Regional Airport, “Lights, Camera, Monterey County!” spotlighting the history of movies made in Monterey County. Mezzanine-level display cases with historic film highlights, behind-the-scenes photography and memorabilia produced by MCFC board members and committee volunteers celebrates Monterey County’s rich cinematic history. Promoted in local media and websites. A Monterey Peninsula Chamber of Commerce ribbon-cutting event is planned for Sept. 18, 2025, to draw attention to the show and the economic impact that films and TV productions have in Monterey County.
- “Celebrity Academy Awards” event on March 2 at the Marriott Hotel including TV viewing of the Academy Awards Presentation in Hollywood. Red carpet, silent auction, a Brad Pitt look-a-like guest, and with the auction proceeds to benefit film production victims of the Los Angeles fires.

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

GOAL 3 – Expand Countywide Collaboration

Objective: Countywide branding of MCFC, leveraging County funds with DSA partners and economic pillars to enrich the County's labor pool and film education.

Proj	Activities	Performance Measure	Expected Outcome	Planned	FY2024-25 Results	% of Goal Completed
Task A	Expand the number of collaborative community partnerships with local organizations.	# of partnerships.	5% increase in partnerships as compared with previous year.	Increase from 49 to 51.	51	100%

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #3
Expand Countywide Collaboration***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

July 1, 2024 – June 30, 2025

MCFC continued to network with organizations throughout the county, to keep locals aware of the film commission's value and resources, and to discover collaboration opportunities. Staff or board members participated in the Monterey County Business Council speaker series (luncheon meetings with Supr. Church, Supr. Lopez, SeeMonterey, CA Assemblymember Addis, Annual Meeting "Billion Dollar Perspectives" from Bruce Taylor, Taylor Farms and David Stivers, PBC), the Economic Development Committee, and various Chambers of Commerce events and mixers. MCFC participates in the Carmel Chamber, King City Chamber, Monterey Peninsula Chamber, Pacific Grove Chamber, Salinas Valley Chamber, the Monterey County Hospitality Association, the Monterey County Vintners & Growers Association, and the See Monterey meetings. MCFC staff attends the Big Sur Multi-Agency Advisory Council meetings in Big Sur. An ex-officio board member representing See Monterey—Teresa Savage (District 5)--was added to the MCFC Board of Directors.

MCFC's Film Commissioner, Karen Nordstrand, spoke to film students at California State University Monterey Bay (CSUMB), new Board member Karilyn Van Oosten (District 5) was profiled on KMBY TV, and MCFC collaborated with Nick Pasculli, the County's Chief Communications Officer providing collateral digital assets for the County's website and in other promotional areas.

Numerous "Hollywood in Your Backyard" mixers were held in September 2024 at LadySomm in The Barnyard, in November at the Carmel Hofsas House, and in January 2025 at Patria in Salinas. These mixers are focused on identifying and connecting local filmmakers and businesses supporting film production throughout the County. MCFC promotes the local film industry with its online Production Resource Guide (PRG) at FilmMonterey.org. All countywide residents and businesses can receive a free listing under numerous crew and services categories in order to potentially be hired when film productions come on-location. These events were publicized through online media and we had over 180 in attendance at the three mixers with 47 new additions to the MCFC's online PRG.

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

Project Goal #3 (continued)

To expand local filmmakers' opportunities within Monterey County, MCFC offers an annual \$2,000 Film Student Scholarship Award to a Monterey County post-secondary student. We recruit applicants from CSUMB, Hartnell and Monterey Peninsula colleges. Winners of 2024 MCFC's annual Director Emeritus Richard Tyler Film Student Scholarship Award Program were announced by Garland Thompson, Board President and Scholarship Chair. They were CSUMB's Cinematic Arts & Technology department students Olivia Rovid (\$2,000 award) and Ashton Brigati (\$500 award). The scholarship program is an endowment with the Community Foundation for Monterey County, and two scholarships were possible this year thanks to generous community member donations.

MCFC Board member Chris Carpenter, who is a film lecturer and production specialist at CSUMB, was also an Executive Producer on "The Long Valley" a 13-minute documentary short film, about the hopes and dreams of the people of the Salinas Valley, one of the most productive agricultural regions in California. It has premiered at the Sundance Film Festival, South by Southwest, and recently won the Atlanta Film Festival's Short Documentary category, which makes it eligible for Academy Award consideration. The film's producers have ties to South County and King City.

MCFC continued to pursue opportunities and grants to supplement county DSA funding. In September 2024, MCFC received an estate bequeath from a long-time REEL Friends member, Emile Norman, to continue MCFC's work in economic development through film production. In May, MCFC received a check for \$10,649.62 as a nonprofit partner in Coastal Roots Hospitality's "Pick-It Up—Pay It Forward" fundraising campaign which the film commission helped promote. Ten percent of all takeout orders from their restaurants for the months of March and April 2025 was donated to MCFC.

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (Ref: B7 PSA Exhibit 1. Audit: We provide a quarterly summary letter from our accounting firm, CliftonLarsonAllen LLP (fka Hayashi & Wayland), which reviews all financial records quarterly. We do not conduct financial audits due to their prohibitive cost. 2. Our FY2024-25 budget was previously provided.	☒ Provided	☐ Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:		
1. June 30, 2024	☒ Provided	☐ Attached
2. July 1, 2024 – June 30, 2025	☐ Provided	☒ Attached
	☐ Provided	☐ Attached
	☐ Provided	☐ Attached
	☐ Provided	☐ Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	☐ Provided	☒ Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	☐ Provided	☒ Attached
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	☐ Provided	☒ Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	☐ Provided	☒ Attached
G) Current Articles of Incorporation	☒ Provided	☐ Attached
H) Other: H1. MCFC Annual FY2024-25 Cover, H2. MCFC Logo and Mission Statement, and H3. FY2024-25 Annual Performance Goal Summary.	☐ Provided	☒ Attached

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

Memberships and participation in chambers of commerce including King City, Big Sur, Salinas Valley, as well as Monterey Peninsula-based associations help keep the message of filmmaking and MCFC's economic impact out in front of businesses and people living in the unincorporated areas. Film productions use locations throughout the County. Board members also assist in identifying new locations and businesses throughout the County that have the potential to be used in film productions. All Monterey County residents are encouraged to place a free listing on the MCFC's online Production Resource Guide for work opportunities with on-location film productions.

List of Board Members:

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Julia Avery-Rudey	Mountain View	Marina (D4)
2. Pete Bassett	Carmel and all County regions	Seaside (D4)
3. Ron Brown	Carmel and all County regions	Carmel-by-the-Sea (D5)
4. Jeff Clark	Salinas and all County regions	Salinas (D2)
5. Chris Carpenter	Seaside and all County regions	Salinas (D4)
6. Dorothy (Dot) Findlater	Monterey and all County regions	Monterey (D5)
7. Paula Joy MacNab	Carmel and all County regions	Monterey (D5)
8. Annee Martin	Carmel and all County regions	Marina (D4)
9. Teresa Savage	Monterey and all County regions	Salinas (D5)
10. Camille Stanfield Polson	Salinas and all County regions	Salinas (D4)
11. Garland Thompson, Jr.	Monterey and all County regions	Oakland (formerly D5)
12. Karilyn Van Oosten	Monterey and all County regions	Monterey (D5)
13. Paul Ventura	Pebble Beach and all County regions	Monterey Peninsula/Big Sur (Pebble Beach) (D5)

¹**Unincorporated areas include:** **North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, and Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, and Parkfield) **Monterey Peninsula/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, and Del Monte Forest)

What efforts are being made to ensure board representation from the unincorporated areas?

The MCFC's Board of Directors encourages applications from all parts of Monterey County for board positions via MCFC's website, eNewsletters, presentations, and paid ads. Emphasis was placed on City of Salinas, Salinas Valley and South County areas, especially encouraging individuals to apply who have ties to Monterey County economic pillars and the agricultural industry, and those who have nonprofit experience.

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

**County of Monterey
Richard Vaughn, Economic Development Manager
168 West Alisal, Third Floor
Salinas, CA 93901**

APPROVAL/CERTIFICATION

I certify that Agreement No. A-15601 Number in the amount of \$268,842.00 is accurate and in accordance with the Grant Agreement, I further certify that these are actual expenditures allowed under the Grant Agreement and that all funds were expended for the purposes of the Project.

Monterey County Film Commission

Printed or Typed Name of Grantee



Garland Thompson, Board President
Name and Signature of Authorized Grantee

July 30, 2025

Date

Monterey County Film Commission

Required Submittals:

- A) Audit and Budget: Provided FY2024-25 Work Plan and Budget – 2.28.25.**
- B) Financial Statements for period (7/1/24 to 6/30/25) include:**
1. Profit and Loss (2 pages).
 2. Balance Sheet (1 page).
 3. Letter from CliftonLarsonAllen LLP detailing their review of MCFC's financial accounts for the period July 1, 2024 – June 30, 2025 (1 page).
- C) Funding Acknowledgement:**
1. Sample press release – New Board Members – February 5, 2025 (1 page).
 2. Sample press release – Art at the Airport – March 11, 2025 (2 pages).
- D) Written Publications:**
- Goal 1: Increase Film Industry Outreach and Local Facilitation Efforts**
1. Monterey County Film Productions (2 pages).
 2. Monterey County Film Sites for Location Scouts (1 page).
- Goal 2: Expand Film Industry Marketing and Promotion Opportunities**
1. MCFC Global Film Industry Promotion (3 pages).
 2. MCFC's Earned Media (1 page).
 3. Film Industry Events, Education, and Networking (1 page).
- Goal 3: Expand Countywide Collaborations**
1. MCFC's Countywide Collaborations (2 pages).
- E) MCFC's Website Certification: Attached (2 pages).**
- F) Board List – is embedded in the actual Performance Report.**
- G) Articles of Incorporation: Previously provided on 11/30/12.**
- H) Other:**
1. MCFC 2024-25 Report Cover (1 page).
 2. MCFC Mission page (1 page).
 3. MCFC DSA Summary – Annual 2024-25 (1 page).

Monterey County Film Commission

Profit & Loss

July 2024 through June 2025

07/29/25
Cash Basis

	Jul '24 - Jun 25
Ordinary Income/Expense	
Income	
404 · Monterey County	289,724.00
406 · Income - City Donations	3,000.00
407 · Membership Reel Friends	20.00
416 · Grants	10,649.62
418 · Sponsorships	2,000.00
419 · Ticket Sales	7,730.99
420 · Auctions	1,565.00
421 · Board Member Dues	1,157.50
422 · Donations	31,542.50
430 · Website Advertising	3,350.00
440 · Raffle/ Drawings	490.00
460 · Scholarship	3,530.00
700 · Interest Income - Checking	30.74
Total Income	354,790.35
Gross Profit	354,790.35
Expense	
510 · Accounting	2,898.94
515 · Advertising	15,981.03
516 · Auction	1,565.00
519 · Awards	36.05
520 · Bank Charges	394.42
525 · Copies and Printing	687.46
526 · Computer Subscriptions	1,238.57
540 · Dues and Subscriptions	8,142.03
545 · Education	69.00
555RF · F&B-Reel Friends	748.25
560 · Scholarships	
56010 · Office Expenses - CFMCO Schlshp	304.99
560 · Scholarships - Other	2,806.33
Total 560 · Scholarships	3,111.32
565 · Insurance	3,491.00
575 · Meetings	549.26
585 · Office Supplies	2,364.47

Monterey County Film Commission**07/29/25
Cash Basis****Profit & Loss
July 2024 through June 2025**

	Jul '24 - Jun 25
587 · Outside Services	
58710 · Website Updates	1,470.00
58720 · Graphic Design	435.00
58740 · Misc. Outside Services	18,518.00
58750 · Computer Equipment	150.00
Total 587 · Outside Services	20,573.00
590 · Photography	266.31
595 · Postage	969.72
600 · Promotion/PR	781.21
610 · Rent	13,357.10
612 · Retirement Plan	4,028.66
620 · Salaries	148,841.74
625 · Taxes-Payroll	11,966.87
626 · Taxes and Licenses	515.01
628 · Telephone/Internet	2,531.41
630 · Film Industry Events/Shows	6,836.51
635 · Travel	775.56
640 · Venue	3,208.13
650 · Workers Compensation Premium	1,066.97
66000 · Payroll Services Expense	1,149.00
Total Expense	258,144.00
Net Ordinary Income	96,646.35
Other Income/Expense	
Other Income	
710 · Other Income	
701 · Gain/Loss on CFMCO Sch Endowmt	2,274.04
704 · Scholarship-USBank Savings Acct	3.49
705 · Interest - CFMCO Schlshp Endwmt	953.61
706 · Interest-- MC Bank Savings	228.18
709 · UB Bankx6969 Reserve Acct.	1,889.26
711 · PVBx9408 Interest	2,701.44
Total 710 · Other Income	8,050.02
Total Other Income	8,050.02
Net Other Income	8,050.02
Net Income	104,696.37

Monterey County Film Commission
Balance Sheet
As of June 30, 2025

	Jun 30, 25
ASSETS	
Current Assets	
Checking/Savings	
103 · Monterey County Bank - Savings	248,294.64
105 · Monterey County Bank - Checking	38,980.13
110 · Scholarship Savings - US Bank	10,084.38
111 · CFMCO -Scholarship Fund	29,681.37
113 · Pacific Valley Bank x9408	156,807.50
Total Checking/Savings	483,848.02
Total Current Assets	483,848.02
Fixed Assets	
161 · Furniture and Fixtures	2,494.77
162 · Computer Equipment	7,382.52
163 · Computer Software	445.00
Total Fixed Assets	10,322.29
Other Assets	
171 · Accumulated Depreciation	-8,256.00
Total Other Assets	-8,256.00
TOTAL ASSETS	485,914.31
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	-1,366.40
Total Accounts Payable	-1,366.40
Other Current Liabilities	
204 · Payroll taxes	-2,126.25
208 · IRA Contribution	
208.1 · IRA Contributions - KN	-62.33
208.2 · IRA Contributions-ML	70.38
208.3 · IRA Contributions - LAG	-8.71
208 · IRA Contribution - Other	-0.38
Total 208 · IRA Contribution	-1.04
Total Other Current Liabilities	-2,127.29
Total Current Liabilities	-3,493.69
Total Liabilities	-3,493.69
Equity	
32000 · Retained Earnings	384,711.63
Net Income	104,696.37
Total Equity	489,408.00
TOTAL LIABILITIES & EQUITY	485,914.31



INDEPENDENT ACCOUNTANTS' REPORT

Monterey County Film Commission and County of Monterey
Monterey, California

We have performed the procedures enumerated below on the financial records as of and for the year ended June 30, 2025. Monterey County Film Commission is responsible for the financial records of the Organization.

The Board of Directors of the Monterey County Film Commission has agreed to and acknowledged that the procedures performed are appropriate to meet the intended purpose of applying procedures and reporting associated findings related to Monterey County Film Commissions cash transactions. This report may not be suitable for any other purpose. The procedures performed may not address all the items of interest to a user of this report and may not meet the needs of all users of this report and, as such, users are responsible for determining whether the procedures performed are appropriate for their purposes.

The procedures and the associated findings are as follows:

- We compared the signatures on each check and compared them to a copy of the signature card on file.
- Compared payee on the check to the payee name on your cash disbursements journal
 - Check 5794 – The name on the reconciliation detail was Big Sur Grange while the payee on the check was The Round-Up.
- Compared the date and amount of interbank account transfers to other account.
 - No exceptions were found as a result of this procedure.

We were engaged by the Board of Directors of the Monterey County Film Commission to perform this agreed-upon procedures engagement and conducted our engagement in accordance with attestation standards established by the AICPA. We were not engaged to and did not conduct an examination or review engagement, the objective of which would be the expression of an opinion or conclusion, respectively, on the Organization's accordance with specified procedures. Accordingly, we do not express such an opinion or conclusion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

We are required to be independent of Monterey County Film Commission and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our agreed-upon procedures engagement.

This report is intended solely for the information and use of Monterey County Film Commission and County of Monterey and is not intended to be, and should not be, used by anyone other than these specified parties.

CliftonLarsonAllen LLP

CliftonLarsonAllen LLP

Salinas, California
July 29, 2025

C) Funding Acknowledgement



February 6, 2025

Contact: Karen Nordstrand, 831-646-0910

Karen@filmmonterey.org

Monterey County Film Commission elects two new members to its Board of Directors

(Monterey, CA – Feb.6, 2025) The Monterey County Film Commission board of directors has elected Karilyn Van Oosten and Teresa Savage to its board of directors for three-year terms.

Karilyn Van Oosten, a Monterey resident, is employed at Unitek Learning, serving as vice president of strategic business development. Her focus is on building relationships with educational and corporate partners for solutions, collaborations, and strategic planning.

Teresa Savage is the film commission's ex-officio board member representing See Monterey. She is the senior vice president of business operations at See Monterey, has a hospitality background, and lives in Salinas.

Other board members include Julia Avery-Rudey, Pete Bassett, Ron Brown, Chris Carpenter, Jeff Clark, Dot Findlater, Paula MacNab, Annee Martin, Camille Polson, Paul Ventura, and Garland L. Thompson, Jr.

The Monterey County Film Commission was established by the Monterey County Board of Supervisors in 1987 to attract and facilitate film productions for economic development. The film commission estimates more than \$138 million in positive economic impact has come into Monterey County communities from on-location film productions throughout the county.

The nonprofit organization seeks volunteer board members with diverse fields of interest from all parts of Monterey County, especially those with nonprofit experience. For more information, call 831-646-0910, email info@FilmMonterey.org, or download an application form at FilmMonterey.org.



Teresa Savage



Karilyn Van Oosten

###

The Monterey County Film Commission is a nonprofit organization, created by and funded in part by the Monterey County Board of Supervisors. Its mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

C) Funding Acknowledgement (continued)



MONTEREY COUNTY
FILM COMMISSION

Contact: Karen Nordstrand, 831-646-0910

Karen@filmmonterey.org FilmMonterey.org

"Lights, Camera, Monterey County!" New *Art at the Airport* exhibit showcases our area's film legacy

(Monterey, CA – March 11, 2025) The Monterey County Film Commission and the Monterey Regional Airport are unveiling the latest installment of the *Art at the Airport* exhibits -- **Lights, Camera, Monterey County!** — a visually compelling and immersive year-long display celebrating Monterey County's rich film history, and highlighting the iconic films and television productions that have showcased Monterey County's dramatic landscapes and vibrant culture.

The **Lights, Camera, Monterey County!** exhibit is a collaborative effort between the Monterey Peninsula Airport and the Monterey County Film Commission. Monterey architect Chris Van Oosten led the Airport Project Committee in the design, working with members who also serve on the film commission's board of directors: Paula Joy MacNab, Karilyn Van Oosten, Garland Thompson, Jr., and Chris Carpenter. Carpenter, who is also a faculty member and lecturer with the Cinematic Arts and Technology Department at California State University, Monterey Bay, was instrumental in procuring cinematic artifacts from his and the university's collections.

"We are thrilled to partner with the Monterey Regional Airport to share the magic of Monterey's film legacy with travelers from around the world," said Thompson, the president of the Monterey County Film Commission's board of directors. "This exhibit offers visitors a 'reel stroll' through the region's cinematic history, providing a glimpse into why so many filmmakers have chosen Monterey County as their backdrop."

From classic Hollywood productions to modern streaming hits, Monterey County has long been a sought-after destination for filmmakers. The exhibit invites visitors to explore behind-the-scenes stories, film memorabilia, and historical highlights that showcase the county's deep ties to the entertainment industry.

Travelers passing through the airport's mezzanine can now take in the exhibit and experience first-hand the allure and range of Monterey County's landscapes, which continue to attract filmmakers worldwide. The Monterey County Film Commission hopes this display not only entertains but also encourages productions to consider Monterey County locations for future film projects.

C) Funding Acknowledgement (continued)

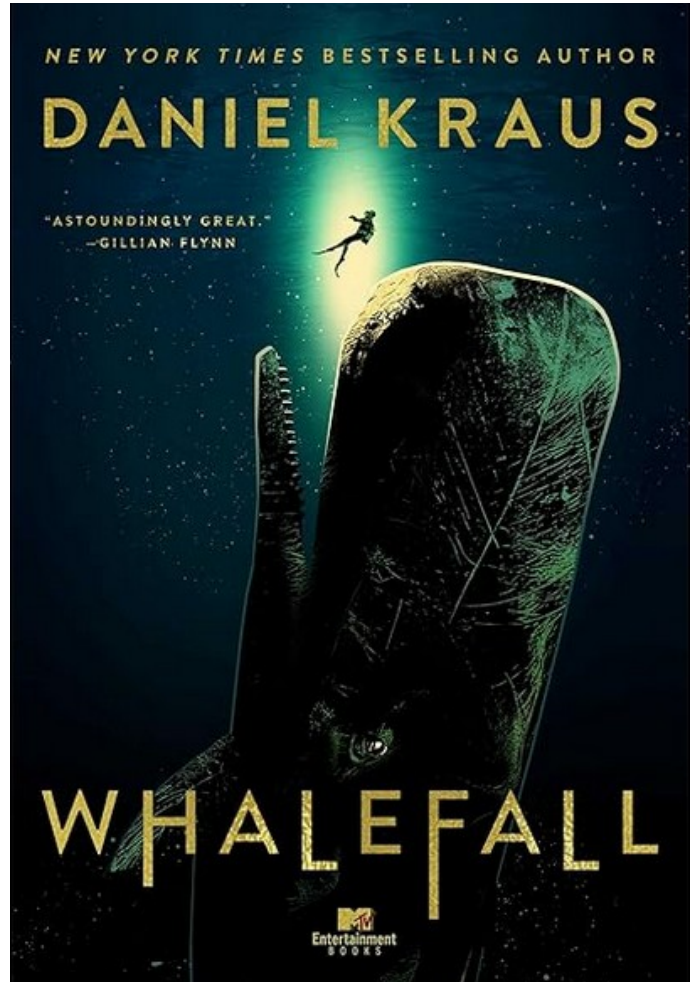
For additional made-in-Monterey County movie details and Monterey County Film Commission's role in boosting the local economy through on-location film production, visit <https://filmmonterey.org>.

About the Monterey County Film Commission: *The Monterey County Film Commission was created by the Monterey County Board of Supervisors in 1987 to attract and assist film productions to the region. The nonprofit organization works to boost the local economy through the film industry, and since it was established, more than \$138 million has come into Monterey County communities from film and media productions.*

About Monterey Regional Airport: *Monterey Regional Airport connects travelers to and from California's Central Coast offering convenient flights to major hubs. Committed to enhancing the passenger experience, the airport hosts the Art at the Airport program, celebrating the region's unique cultural and artistic heritage.*

###

D) Goal 1.1 – Monterey County Film Productions



20th Century Studios film “Whalefall” brought a big economic boost to Monterey County

More than \$930,000 in local spend was reported as “Whalefall” came on-location to film scenes in Monterey County. Locations included Monterey County’s Jacks Peak Park, Monastery Beach, Monterey Bay, and other Monterey Peninsula sites. Rental of base camp for trucks and equipment meant a donation to the Pt. Lobos Foundation. The film is based on the New York Times bestselling book, “Whalefall.”



D) Goal 1.1 – Monterey County Film Productions (continued)



The BBC/Brand USA tourism video with Hilary Swank and crew (left) featured Carmel-by-the-Sea, and a private ranch in Big Sur was an amazing backdrop commercial producers sought for a reveal of Honda's 2026 CR-V Hybrid.



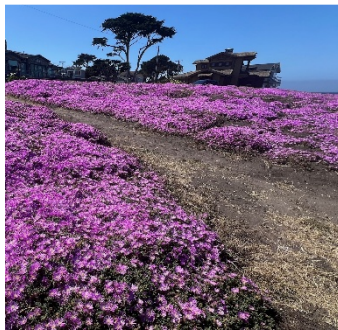
The feature "Maintenance Required" shot near Lovers Point in Pacific Grove (above and below left) and on Seaside's Gen. Jim Moore Boulevard. The high-end fashion shoot for Johnston & Murphy chose Carmel Valley's Holman Ranch and Folktale Winery (below right).



D) Goal 1.2 – Monterey County Film Sites for Location Scouts



MCFC provides location photos to location scouts seeking film sites. Recent additions include Central Coast College's hospital setting, Pebble Beach Concours, and a private home in Big Sur.



Monterey County's famed Pebble Beach golf links, and the floral beauty and cove in Pacific Grove.



Aerial view of Carmel-by-the-Sea, and the rustic Fisherman's Wharf #2 in Monterey for a fishing village look.



Productions seek forest looks and agricultural fields, such as artichokes and North County strawberries.

D) Goal 2.1 – MCFC Global Film Industry Promotion

Monterey County: *Our locations speak for themselves!*

Come to Big Sur...
with Love! Capture our
spectacular coastline.



Talk about picture-perfect
film locations in
California's
Central Coast...

In Carmel-by-the-Sea,
discover a fairy-tale
village with a dazzling
white beach.



Lettuce help you...
produce a film here in
Steinbeck Country.



To hear about more film sites,
call us at (831) 646-0910



FilmMonterey.org

D) Goal 2.1 – MCFC Global Film Industry Promotion (continued)



D) Goal 2.1 – MCFC Global Film Industry Promotion (continued)



Film MONTEREY COUNTY
It's for Reel!

Capture our dramatic locations here in California's Central Coast. Stunning seaside vistas. Farms and crops and vineyards. Small towns and miles of country roads. It's all here...and so are we, offering free assistance.

MONTEREY COUNTY FILM COMMISSION
FilmMonterey.org
831-646-0910

World of Locations
November 2024 - April 2025
featuring THE GLOBAL INCENTIVES INDEX
designed to help you SCREEN KFTV

Pacific Grove

Salinas Valley

Women In Business 2

A Monterey Herald Special Advertising Section

MONTEREY HERALD
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October 31, 2024

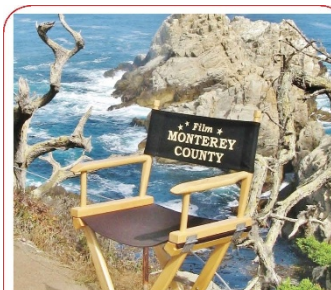


"Reel Business" for Monterey County

Film and media productions on-location have boosted the local economy by \$136 million since the Monterey County Film Commission was created in 1987 by the Monterey County Board of Supervisors. AFCA Certified Film Commissioner Karen Seppa Nordstrand has been assisting productions and promoting our area's locations, crew and local resources for nearly 35 years.

Countywide businesses and locals benefit as productions pay for goods, services, crew, hotels, location rentals and more. The nonprofit film commission thanks the County of Monterey for its support of "Lights, cameras and economic action."

Karen Seppa Nordstrand
831-646-0910
Karen@FilmMonterey.org
FilmMonterey.org



We're bringing **"Lights, Camera, and Economic Action"** to Monterey County through the film industry.

- ★ \$136 million economic impact in local communities since our creation by the Monterey County Board of Supervisors.
- ★ 200+ movies, commercials, TV shows (Big Little Lies) filmed scenes here.
- ★ Support our nonprofit's work and donate at FilmMonterey.org.
- ★ Add your crew and business listings to our online Resources Guide to reach film producers.



831-646-0910 ★ FilmMonterey.org

D) Goal 2.2 – MCFC's Earned Media

The Monterey County Film Commission: Taking Care of Filming Matters in Monterey County

Monterey County isn't just a backdrop on a set—it's home to world-class talent, resources and accommodations, and the nonprofit Monterey County Film Commission (MCFC) helps production companies find the right locations, local skilled professionals and the numerous services and products that such projects require.

The film commission has been effectively promoting Monterey County to the film industry since it was established by the Monterey County Board of Supervisors in 1987. To date, there's been an estimated \$136 million in

local spend by on-location film projects, from feature films (more than 200), TV shows (Big Little Lies), commercials (nearly every make of car), videos, documentaries, ads, fashion shoots and more.

Film productions take pictures and leave money in local communities, in support of accommodations, goods and services, and local crew hires. MCFC works to see that Monterey County communities prosper in a highly competitive global marketplace with more than 360 film commissions.

"It's a big investment

for a production to go on-location, and they need to feel confident that they can successfully complete their shoots," said Karen Nordstrand, the county's film commissioner. "We field their questions with responsiveness and knowledge, giving confidence that Monterey County is a film-friendly place."

The film commission's website showcases film locations, permit details, Made-in-Monterey movie information, and an on-line Production Resources Guide. Monterey County residents and businesses interested

in being hired by productions here can list their contact information for free at FilmMonterey.org.

MCFC is helping build and strengthen the local crew base with "Hollywood in Your Backyard" networking events, gathering together active filmmakers and supporters of film. And to help future filmmakers, MCFC seeks private donations to fund its annual Monterey County film student scholarship program to provide financial aid and incentive.

To contribute or for more information, see FilmMonterey.org, email Info@FilmMonterey.org or call 831-646-0910.



MCFC Walk of Fame - Provided Photo

Share



KSBW
ACTION NEWS 8

Updated: 11:29 AM PDT May 27, 2025

Infinite Scroll Enabled



Paul Dudley
News Anchor



SALINAS, Calif. — Salinas native John Steinbeck's novel *East of Eden* is getting a fresh adaptation on Netflix. First published in 1952, the story is rich with themes that still hold meaning today.



Film Commissioner Karen Nordstrand TV interview about the "East of Eden" show filmed elsewhere due to more attractive film incentives in New Zealand.

D) Goal 2.3 – Film Industry Events, Education, and Networking



(Above) At L.A.'s Annenberg Center in Beverly Hills the LMGI Awards event honored top location scouts and managers for their professional excellence with finding and coordinating on-location film productions.



(Above) Some of the film commissioner members of FLICS from various jurisdictions on the red carpet at the California On Location Awards show. It recognizes key location scouts who find film locations and work well with film offices (such as past COLA winner JP O'Connor posing with MCFC's Karen Nordstrand, above right). (Below) AFCI Week drew global film commissioners, producers and studio executives such as HBO's Sr. VP Jay Roewe (below, right) at the UCLA Luskin Conference Center for educational panels and networking.



D) Goal 3 – MCFC's Countywide Collaborations



Join Us for an Exclusive
**Hollywood in Your
Backyard Mixer**

MCFC film industry mixers were held in various locations, aimed at getting to know local film professionals and business supporters, and to explain the resources at MCFC. *Clockwise:* Downtown Salinas; mixer at Patria Restaurant; Lady Somm in The Barnyard; and Hofsas House in Carmel.



To explain what a film commission does and how it can help with student films MCFC's Film Commissioner Karen Nordstrand spoke with a CSUMB film class (*below right*). MCFC Board President Garland Thompson presented MCFC's annual Director Emeritus Richard Tyler Film Student Scholarship awards to CSUMB students Olivia Rovid and Ashton Brigati.



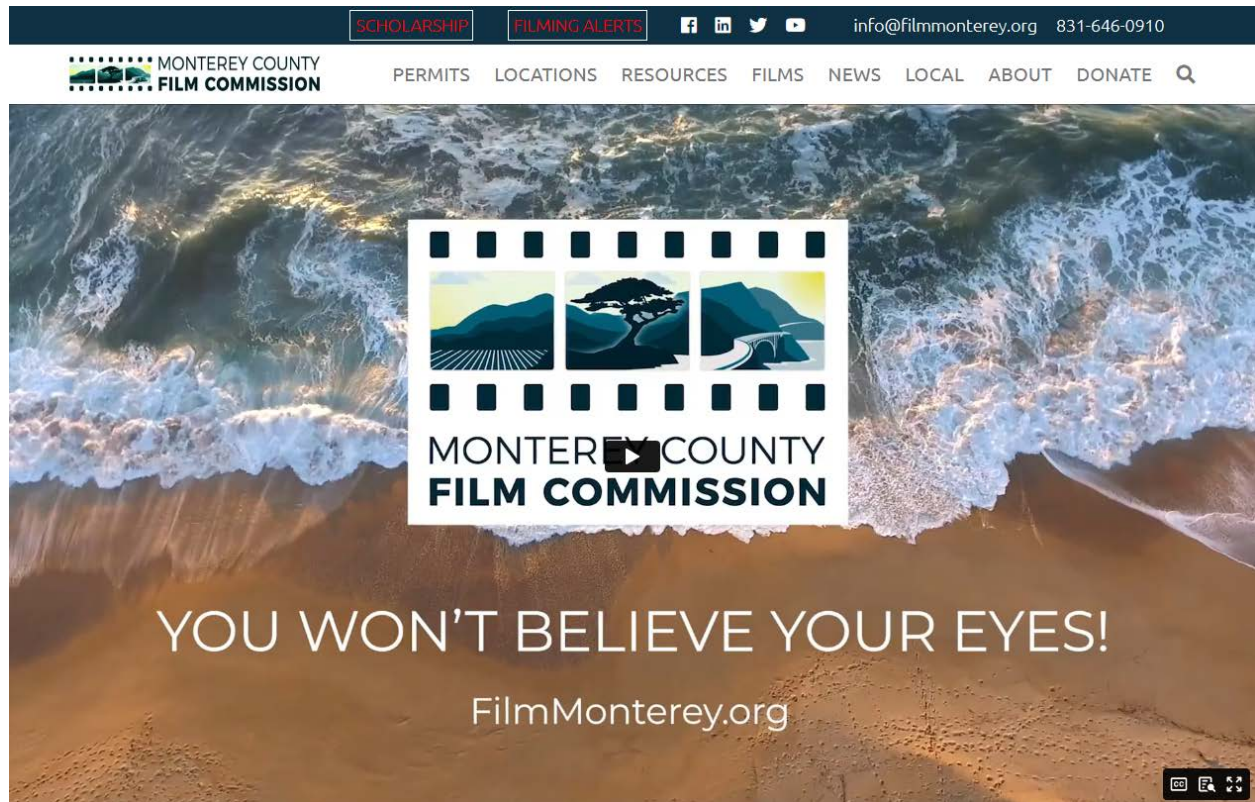
D) Goal 3 – MCFC's Countywide Collaborations (continued)



“Lights, Camera, Monterey County!” Art at the Airport exhibit—a collaborative effort between MCFC and the Monterey Regional Airport—is a year-long display of Monterey County’s rich film history. Airport travelers can experience the allure and range of the county’s landscapes, learn about filming’s economic impact here, and see why filmmakers have chosen Monterey County sites for their productions.



E) MCFC's Website Certification



Welcome to Film-Friendly Monterey County

There's a great history of filmmaking in Monterey County, and a wealth of film locations for features, commercials, TV, and other media productions. The Monterey County Film Commission is a nonprofit organization, which promotes our area's locations, crew and businesses to the film industry, making it easy for filmmakers to take their projects from start to finish here. More than \$142 million has come into local communities from film production since the film commission was created by the Monterey County Board of Supervisors in 1987.

About Our Film Commission



All The Old Knives (Filmed in Carmel/Hwy 1)



More Info on HBO's "Big Little Lies"

E) MCFC's Website Certification (continued)

PRODUCTION RESOURCE GUIDE

When planning to film on-location in Monterey County, you can find help and the services you need here. Professional crew and support contacts listed are ready to roll.

[Find Local Assistance](#)

[Crew/Talent](#)
[Equipment/Facilities](#)
[Support Services](#)
[Things to Do](#)
[List Your Business](#)



LOCATION, LOCATION, LOCATION

Our locations in Monterey County have been sought out by directors and cinematographers since 1897, when a cameraman working for Thomas Edison shot the pounding Monterey surf and filmed carriages arriving at the historic Hotel Del Monte. Filmmakers from Edward Weston to Ansel Adams to Clint Eastwood have flocked here ever since, seeking the perfect backdrops for their shots.

[View Locations](#)[Get Permit Info](#)

LIGHTS, CAMERA, ECONOMIC ACTION

Monterey County Film Commission is proud to partner with the following organizations and sponsors.



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831-646-0910 (O)
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