

COUNTY OF MONTEREY AGREEMENT FOR PROFESSIONAL SERVICES
(MORE THAN \$100,000)*

This Professional Services Agreement ("Agreement") is made by and between the County of Monterey, a political subdivision of the State of California (hereinafter "County") and:
Monterey County Film Commission (MCFC)
(hereinafter "CONTRACTOR").

In consideration of the mutual covenants and conditions set forth in this Agreement, the parties agree as follows:

1. **SERVICES TO BE PROVIDED.** The County hereby engages CONTRACTOR to perform, and CONTRACTOR hereby agrees to perform, the services described in **Exhibit A** in conformity with the terms of this Agreement. The services are generally described as follows:
Provide Develop and implement programs that promote Monterey County as a filmmaking destination and generate increased business, revenues and jobs throughout the County.

2. **PAYMENTS BY COUNTY.** County shall pay the CONTRACTOR in accordance with the payment provisions set forth in **Exhibit A**, subject to the limitations set forth in this Agreement. The total amount payable by County to CONTRACTOR under this Agreement shall not exceed the sum of \$ 113,674.

3. **TERM OF AGREEMENT.** The term of this Agreement is from July 1, 2010 to June 30, 2011, unless sooner terminated pursuant to the terms of this Agreement. This Agreement is of no force or effect until signed by both CONTRACTOR and County and with County signing last, and CONTRACTOR may not commence work before County signs this Agreement.

4. **ADDITIONAL PROVISIONS/EXHIBITS.** The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:

- Exhibit A Scope of Services/Payment Provisions
- Exhibit B FY 2010-11 MCFC Work Plan

5. **PERFORMANCE STANDARDS.**

5.01. CONTRACTOR warrants that CONTRACTOR and CONTRACTOR's agents, employees, and subcontractors performing services under this Agreement are specially trained, experienced, competent, and appropriately licensed to perform the work and deliver the services required under this Agreement and are not employees of the County, or immediate family of an employee of the County.

5.02. CONTRACTOR, its agents, employees, and subcontractors shall perform all work in a safe and skillful manner and in compliance with all applicable laws and regulations. All work performed under this Agreement that is required by law to be performed or supervised by licensed personnel shall be performed in accordance with such licensing requirements.

*Approved by County Board of Supervisors on _____.

5.03. CONTRACTOR shall furnish, at its own expense, all materials, equipment, and personnel necessary to carry out the terms of this Agreement, except as otherwise specified in this Agreement. CONTRACTOR shall not use County premises, property (including equipment, instruments, or supplies) or personnel for any purpose other than in the performance of its obligations under this Agreement.

6. PAYMENT CONDITIONS.

6.01. CONTRACTOR shall submit to the Contract Administrator an invoice on a form acceptable to County. If not otherwise specified, the CONTRACTOR may submit such invoice periodically or at the completion of services, but in any event, not later than 30 days after completion of services. The invoice shall set forth the amounts claimed by CONTRACTOR for the previous period, together with an itemized basis for the amounts claimed, and such other information pertinent to the invoice as the County may require. The Contract Administrator or his or her designee shall certify the invoice; either in the requested amount or in such other amount as the County approves in conformity with this Agreement, and shall promptly submit such invoice to the County Auditor-Controller for payment. The County Auditor-Controller shall pay the amount certified within 30 days of receiving the certified invoice.

6.02. CONTRACTOR shall not receive reimbursement for travel expenses unless set forth in this Agreement.

7. TERMINATION.

7.01. During the term of this Agreement, the County may terminate the Agreement for any reason by giving written notice of termination to the CONTRACTOR at least thirty (30) days prior to the effective date of termination. Such notice shall set forth the effective date of termination. In the event of such termination, the amount payable under this Agreement shall be reduced in proportion to the services provided prior to the date of termination.

7.02. The County may cancel and terminate this Agreement for good cause effective immediately upon written notice to CONTRACTOR. "Good cause" includes the failure of CONTRACTOR to perform the required services at the time and in the manner provided under this Agreement. If County terminates this Agreement for good cause, the County may be relieved of the payment of any consideration to CONTRACTOR, and the County may proceed with the work in any manner, which County deems proper. The cost to the County shall be deducted from any sum due the CONTRACTOR under this Agreement.

8. **INDEMNIFICATION.** CONTRACTOR shall indemnify, defend, and hold harmless the County, its officers, agents, and employees, from and against any and all claims, liabilities, and losses whatsoever (including damages to property and injuries to or death of persons, court costs, and reasonable attorneys' fees) occurring or resulting to any and all persons, firms or corporations furnishing or supplying work, services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims, liabilities, and losses occurring or resulting to any person, firm, or corporation for damage, injury, or death arising out of or connected with the CONTRACTOR's performance of this Agreement, unless such claims, liabilities, or losses arise out of the sole negligence or willful misconduct of the County. "CONTRACTOR's performance" includes CONTRACTOR's action or inaction and the action or inaction of CONTRACTOR's officers, employees, agents and subcontractors.

9.0 INSURANCE.

9.01 Evidence of Coverage:

Prior to commencement of this Agreement, the Contractor shall provide a "Certificate of Insurance" certifying that coverage as required herein has been obtained. Individual endorsements executed by the insurance carrier shall accompany the certificate. In addition the Contractor upon request shall provide a certified copy of the policy or policies.

This verification of coverage shall be sent to the County's, Contracts/Purchasing Department, unless otherwise directed. The Contractor shall not receive a "Notice to Proceed" with the work under this Agreement until it has obtained all insurance required and such, insurance has been approved by the County. This approval of insurance shall neither relieve nor decrease the liability of the Contractor.

9.02 Qualifying Insurers:

All coverage's, except surety, shall be issued by companies which hold a current policy holder's alphabetic and financial size category rating of not less than A- VII, according to the current Best's Key Rating Guide or a company of equal financial stability that is approved by the County's Purchasing Manager.

9.03 Insurance Coverage Requirements:

Without limiting CONTRACTOR's duty to indemnify, CONTRACTOR shall maintain in effect throughout the term of this Agreement a policy or policies of insurance with the following minimum limits of liability:

Commercial general liability insurance, including but not limited to premises and operations, including coverage for Bodily Injury and Property Damage, Personal Injury, Contractual Liability, Broadform Property Damage, Independent Contractors, Products and Completed Operations, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

Exemption/Modification (Justification attached; subject to approval).

Business automobile liability insurance, covering all motor vehicles, including owned, leased, non-owned, and hired vehicles, used in providing services under this Agreement, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

Exemption/Modification (Justification attached; subject to approval).

Workers' Compensation Insurance, if CONTRACTOR employs others in the performance of this Agreement, in accordance with California Labor Code section 3700 and with Employer's Liability limits not less than \$1,000,000 each person, \$1,000,000 each accident and \$1,000,000 each disease.

Exemption/Modification (Justification attached; subject to approval).

Professional liability insurance, if required for the professional services being provided, (e.g., those persons authorized by a license to engage in a business or profession regulated by the California Business and Professions Code), in the amount of not less than \$1,000,000 per claim and \$2,000,000 in the aggregate, to cover liability for malpractice or errors or omissions made in the course of rendering professional services. If professional liability insurance is written on a "claims-made" basis rather than an occurrence basis, the CONTRACTOR shall, upon the expiration or earlier termination of this Agreement, obtain extended reporting coverage ("tail coverage") with the same liability limits. Any such tail coverage shall continue for at least three years following the expiration or earlier termination of this Agreement.

Exemption/Modification (Justification attached; subject to approval).

9.04 Other Insurance Requirements.

All insurance required by this Agreement shall be with a company acceptable to the County and issued and executed by an admitted insurer authorized to transact Insurance business in the State of California. Unless otherwise specified by this Agreement, all such insurance shall be written on an occurrence basis, or, if the policy is not written on an occurrence basis, such policy with the coverage required herein shall continue in effect for a period of three years following the date CONTRACTOR completes its performance of services under this Agreement.

Each liability policy shall provide that the County shall be given notice in writing at least thirty days in advance of any endorsed reduction in coverage or limit, cancellation, or intended non-renewal thereof. Each policy shall provide coverage for Contractor and additional insureds with respect to claims arising from each subcontractor, if any, performing work under this Agreement, or be accompanied by a certificate of insurance from each subcontractor showing each subcontractor has identical insurance coverage to the above requirements.

Commercial general liability and automobile liability policies shall provide an endorsement naming the County of Monterey, its officers, agents, and employees as Additional Insureds with respect to liability arising out of the CONTRACTOR'S work, including ongoing and completed operations, and shall further provide that such insurance is primary insurance to any insurance or self-insurance maintained by the County and that the insurance of the Additional Insureds shall not be called upon to contribute to a loss covered by the CONTRACTOR'S insurance. The required endorsement form for Commercial General Liability Additional Insured is ISO Form CG 20 10 11-85 or CG 20 10 10 01 in tandem with CG 20 37 10 01 (2000). The required endorsement form for Automobile Additional Insured endorsement is ISO Form CA 20 48 02 99.

Prior to the execution of this Agreement by the County, CONTRACTOR shall file certificates of insurance with the County's contract administrator and County's Contracts/Purchasing Division, showing that the CONTRACTOR has in effect the insurance required by this Agreement. The CONTRACTOR shall file a new or amended certificate of insurance within five calendar days after any change is made in any insurance policy, which would alter the information on the certificate then on file. Acceptance or approval of insurance shall in no way modify or change the indemnification clause in this Agreement, which shall continue in full force and effect.

CONTRACTOR shall at all times during the term of this Agreement maintain in force the insurance coverage required under this Agreement and shall send, without demand by County, annual certificates to County's Contract Administrator and County's Contracts/Purchasing Division. If the certificate is not received by the expiration date, County shall notify CONTRACTOR and CONTRACTOR shall have five calendar days to send in the certificate, evidencing no lapse in coverage during the interim. Failure by CONTRACTOR to maintain such insurance is a default of this Agreement, which entitles County, at its sole discretion, to terminate this Agreement immediately.

10. RECORDS AND CONFIDENTIALITY.

- 10.01 Confidentiality. CONTRACTOR and its officers, employees, agents, and subcontractors shall comply with any and all federal, state, and local laws, which provide for the confidentiality of records and other information. CONTRACTOR shall not disclose any confidential records or other confidential information received from the County or prepared in connection with the performance of this Agreement, unless County specifically permits CONTRACTOR to disclose such records or information. CONTRACTOR shall promptly transmit to County any and all requests for disclosure of any such confidential records or information. CONTRACTOR shall not use any confidential information gained by CONTRACTOR in the performance of this Agreement except for the sole purpose of carrying out CONTRACTOR's obligations under this Agreement.
- 10.02 County Records. When this Agreement expires or terminates, CONTRACTOR shall return to County any County records which CONTRACTOR used or received from County to perform services under this Agreement.
- 10.03 Maintenance of Records. CONTRACTOR shall prepare, maintain, and preserve all reports and records that may be required by federal, state, and County rules and regulations related to services performed under this Agreement. CONTRACTOR shall maintain such records for a period of at least three years after receipt of final payment under this Agreement. If any litigation, claim, negotiation, audit exception, or other action relating to this Agreement is pending at the end of the three year period, then CONTRACTOR shall retain said records until such action is resolved.
- 10.04 Access to and Audit of Records. The County shall have the right to examine, monitor and audit all records, documents, conditions, and activities of the CONTRACTOR and its subcontractors related to services provided under this Agreement. Pursuant to Government Code section 8546.7, if this Agreement involves the expenditure of public funds in excess of \$10,000, the parties to this Agreement may be subject, at the request of the County or as part of any audit of the County, to the examination and audit of the State Auditor pertaining to matters connected with the performance of this Agreement for a period of three years after final payment under the Agreement.
- 10.05 Royalties and Inventions. County shall have a royalty-free, exclusive and irrevocable license to reproduce, publish, and use, and authorize others to do so, all original computer programs, writings, sound recordings, pictorial reproductions, drawings, and other works of similar nature produced in the course of or under this Agreement. CONTRACTOR shall not publish any such material without the prior written approval of County.

11. **NON-DISCRIMINATION.** During the performance of this Agreement, CONTRACTOR, and its subcontractors, shall not unlawfully discriminate against any person because of race, religious creed, color, sex, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age (over 40), or sexual orientation, either in CONTRACTOR's employment practices or in the furnishing of services to recipients. CONTRACTOR shall ensure that the evaluation and treatment of its employees and applicants for employment and all persons receiving and requesting services are free of such discrimination. CONTRACTOR and any subcontractor shall, in the performance of this Agreement, fully comply with all federal, state, and local laws and regulations, which prohibit discrimination. The provision of services primarily or exclusively to such target population as may be designated in this Agreement shall not be deemed to be prohibited discrimination.
12. **COMPLIANCE WITH TERMS OF STATE OR FEDERAL GRANT.** If this Agreement has been or will be funded with monies received by the County pursuant to a contract with the state or federal government in which the County is the grantee, CONTRACTOR will comply with all the provisions of said contract, to the extent applicable to CONTRACTOR as a subgrantee under said contract, and said provisions shall be deemed a part of this Agreement, as though fully set forth herein. Upon request, County will deliver a copy of said contract to CONTRACTOR, at no cost to CONTRACTOR.
13. **INDEPENDENT CONTRACTOR.** In the performance of work, duties, and obligations under this Agreement, CONTRACTOR is at all times acting and performing as an independent contractor and not as an employee of the County. No offer or obligation of permanent employment with the County or particular County department or agency is intended in any manner, and CONTRACTOR shall not become entitled by virtue of this Agreement to receive from County any form of employee benefits including but not limited to sick leave, vacation, retirement benefits, workers' compensation coverage, insurance or disability benefits. CONTRACTOR shall be solely liable for and obligated to pay directly all applicable taxes, including federal and state income taxes and social security, arising out of CONTRACTOR's performance of this Agreement. In connection therewith, CONTRACTOR shall defend, indemnify, and hold County harmless from any and all liability, which County may incur because of CONTRACTOR's failure to pay such taxes.
14. **NOTICES.** Notices required under this Agreement shall be delivered personally or by first-class, postage pre-paid mail to the County and CONTRACTOR'S contract administrators at the addresses listed below:

FOR COUNTY:	FOR CONTRACTOR:
Debby L. Bradshaw, Management Analyst III <hr/> Name and Title	Gloria Gargiulo, President <hr/> Name and Title
168 West Alisal Street, Third Floor Salinas, CA 93901 <hr/> Address	P. O. Box 111 Monterey, CA 93942-0111 <hr/> Address
831-755-5338 <hr/> Phone	831-646-0910 <hr/> Phone

15. MISCELLANEOUS PROVISIONS.

- 15.01 Conflict of Interest. CONTRACTOR represents that it presently has no interest and agrees not to acquire any interest during the term of this Agreement, which would directly or indirectly conflict in any manner or to any degree with the full and complete performance of the professional services required to be rendered under this Agreement.
- 15.02 Amendment. This Agreement may be amended or modified only by an instrument in writing signed by the County and the CONTRACTOR.
- 15.03 Waiver. Any waiver of any terms and conditions of this Agreement must be in writing and signed by the County and the CONTRACTOR. A waiver of any of the terms and conditions of this Agreement shall not be construed as a waiver of any other terms or conditions in this Agreement.
- 15.04 Contractor. The term "CONTRACTOR" as used in this Agreement includes CONTRACTOR's officers, agents, and employees acting on CONTRACTOR's behalf in the performance of this Agreement.
- 15.05 Disputes. CONTRACTOR shall continue to perform under this Agreement during any dispute.
- 15.06 Assignment and Subcontracting. The CONTRACTOR shall not assign, sell, or otherwise transfer its interest or obligations in this Agreement without the prior written consent of the County. None of the services covered by this Agreement shall be subcontracted without the prior written approval of the County. Notwithstanding any such subcontract, CONTRACTOR shall continue to be liable for the performance of all requirements of this Agreement.
- 15.07 Successors and Assigns. This Agreement and the rights, privileges, duties, and obligations of the County and CONTRACTOR under this Agreement, to the extent assignable or delegable, shall be binding upon and inure to the benefit of the parties and their respective successors, permitted assigns, and heirs.
- 15.08 Compliance with Applicable Law. The parties shall comply with all applicable federal, state, and local laws and regulations in performing this Agreement.
- 15.09 Headings. The headings are for convenience only and shall not be used to interpret the terms of this Agreement.
- 15.10 Time is of the Essence. Time is of the essence in each and all of the provisions of this Agreement.
- 15.11 Governing Law. This Agreement shall be governed by and interpreted under the laws of the State of California.
- 15.12 Non-exclusive Agreement. This Agreement is non-exclusive and both County and CONTRACTOR expressly reserve the right to contract with other entities for the same or similar services.

- 15.13 Construction of Agreement. The County and CONTRACTOR agree that each party has fully participated in the review and revision of this Agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this Agreement or any amendment to this Agreement.
- 15.14 Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement.
- 15.15 Authority. Any individual executing this Agreement on behalf of the County or the CONTRACTOR represents and warrants hereby that he or she has the requisite authority to enter into this Agreement on behalf of such party and bind the party to the terms and conditions of this Agreement.
- 15.16 Integration. This Agreement, including the exhibits, represent the entire Agreement between the County and the CONTRACTOR with respect to the subject matter of this Agreement and shall supersede all prior negotiations, representations, or agreements, either written or oral, between the County and the CONTRACTOR as of the effective date of this Agreement, which is the date that the County signs the Agreement.
- 15.17 Interpretation of Conflicting Provisions. In the event of any conflict or inconsistency between the provisions of this Agreement and the Provisions of any exhibit or other attachment to this Agreement, the provisions of this Agreement shall prevail and control.

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IN WITNESS WHEREOF, County and CONTRACTOR have executed this Agreement as of the day and year written below.

COUNTY OF MONTEREY

CONTRACTOR

By: _____
Purchasing Officer

Date: _____

By: _____
Department Head (if applicable)

Date: _____

By: _____
Board of Supervisors (if applicable)

Date: _____

Approved as to Form¹

By: Wayne Frankenship
County Council

Date: 7/6/10

Approved as to Fiscal Provisions²

By: _____
Auditor/Controller

Date: RISK MANAGEMENT
COUNTY OF MONTEREY

APPROVED AS TO INDEMNITY/
INSURANCE LANGUAGE

By: Gloria Schumaker
Risk Management

Date: 7-15-10

Monterey County Film Commission
Contractor's Business Name*

By: Gloria M. Garguilo
(Signature of Chair, President, or Vice-President)*

Gloria M. Garguilo
Gloria Garguilo, President

Name and Title

Date: 28 June 2010

By: Rose Clark
(Signature of Secretary, Asst. Secretary, CFO, Treasurer or Asst. Treasurer)*

Rose Clark, Secretary

Name and Title

Date: 6/28/10

County Board of Supervisors' Agreement Number: _____

*INSTRUCTIONS: If CONTRACTOR is a corporation, including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers. If CONTRACTOR is a partnership, the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership. If CONTRACTOR is contracting in an individual capacity, the individual shall set forth the name of the business, if any, and shall personally sign the Agreement.

¹Approval by County Council is required

²Approval by Auditor-Controller is required

³Approval by Risk Management is necessary only if changes are made in paragraph 8 or 9

EXHIBIT-A

**To
Professional Service Agreement
Between
COUNTY ADMINISTRATIVE OFFICE – INTERGOVERNMENTAL AND
LEGISLATIVE AFFAIRS
AND
MONTEREY COUNTY FILM COMMISSION
Scope of Services / Payment Provisions**

A. SCOPE OF SERVICES

- A.1 The CONTRACTOR shall provide services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

PURPOSE: To develop and implement programs that will promote Monterey County as a filmmaking destination, and generate increased business, revenues, and jobs throughout the County.

PROJECTS/ACTIVITIES

The MCFC will continue to develop and implement film promotion programs that will attract more business, revenues, and jobs to the County, as is consistent with the FY 2010-2011 Marketing Plan.

Contractor shall use County funding to implement the programs listed below:

- Film Industry Advertising and Promotions
- Website and Online Marketing
- Tradeshows and Film Industry Education and Development
- Market Research for Locations, Resources, Best Practices
- Partnerships and Co-op Promotions
- Sales Calls and On-Location Visits
- Film Company Response and Project Administration
- Local Activities/Educational Events Marketing

The FY 2010-2011 MCFC Marketing Plan is incorporated as part of this Agreement.

Performance Measures

Each year, the Contractor will submit a report that will incorporate all of the following:

- o Number of partnerships/collaborations developed within the film industry, and with local organizations and companies.

- o Number of local companies and professionals who benefited from filming productions.

A.2 The CONTRACTOR shall produce the following written reports or other written documents (deliverables) by the dates indicated below:

<u>DUE DATE</u>	<u>REPORT PERIOD</u>
January 31, 2011	July 1, 2010 – December 31, 2010 (6-month status report)
May 1, 2011	July 1, 2010 – March 31, 2011 (9-month status report)
May 1, 2011	FY 2011-2012 Annual Work Plan and Budget
July 31, 2011	July 1, 2010 – June 30, 2011 (12 month final report)

Contractor shall submit a financial report on actual vs. estimated income with each status report.

The status reports and budget documents shall be in a format approved by the County. The Overall Economic Development Commission (OEDC) and/or the OEDC Grants and Finance Committee reserve the right to hold an interview with the Contractor as needed.

Contractor shall provide a current board roster with each status report that reflects representation from all areas of the County. The County reserves the right to comment on the unincorporated areas' representation and may withhold payment until any disputes are resolved.

All written reports required under this Agreement shall be delivered to Debby Bradshaw, Contract Manager, in accordance with the schedule above:

Debby L. Bradshaw
CAO-IGA
168 West Alisal Street, Third Floor
Salinas, CA 93901

B. PAYMENT PROVISIONS

B.1 COMPENSATION/ PAYMENT

DEPARTMENT shall pay an amount not to exceed (\$113,674) for the performance of all things necessary for or incidental to the performance of work as set forth in the Scope of Work. CONTRACTOR'S compensation for services rendered shall be based on the following rates or in accordance with the following terms:

Contractor shall submit quarterly invoices. Quarterly payments of \$28,418.50 will be paid to the Contractor, upon receipt of invoices.

Contractor payments in advance are required because the Contractor's financial structure requires cash flow to finance the up front costs of development of public relations and advertising campaigns and trade shows. Prior to payment of the second quarter and each following advance, Contractor shall submit a financial report substantiating expenditures of the prior advance. County shall thereafter review and approve such report.

Contractor shall mail quarterly invoices to:

Ms. Debby Bradshaw, Management Analyst III
County of Monterey
Administrative Office - Intergovernmental Affairs
168 W. Alisal Street - 3rd Floor
Salinas CA 93901

Contractor shall provide documentation that private sector revenue is being generated to offset General Administration.

B.3 CONTRACTORS BILLING PROCEDURES

NOTE: Payment may be based upon satisfactory acceptance of each deliverable, payment after completion of each major part of the Agreement, payment at conclusion of the Agreement, etc.

C. OTHER PROVISIONS

The Intergovernmental and Legislative Affairs Director or his designee must approve any modifications or amendments to the above scope of work, budget, or funded activities.

Contractor shall acknowledge the Monterey County Board of Supervisors for their funding contribution on appropriate material/publications.

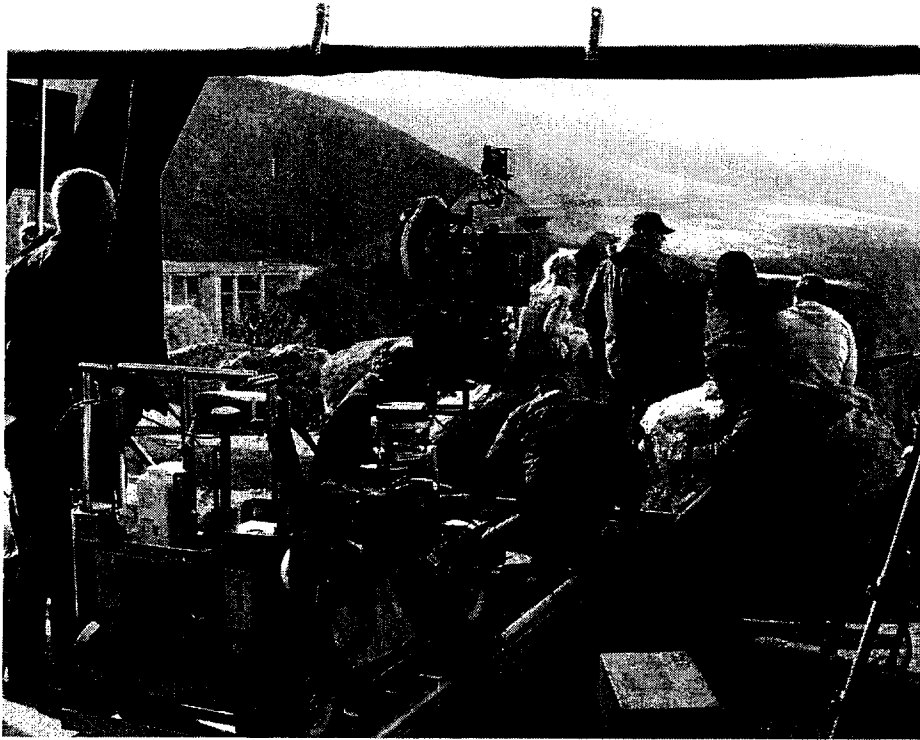
The Contractor shall provide the Intergovernmental and Legislative Affairs Director or his designee with a copy of any written or visual publications funded under the terms of this agreement.



MONTEREY COUNTY FILM COMMISSION

WORK PLAN FY 2010-2011

Film Industry Marketing and Assistance Program
for Monterey County



Film Industry in Monterey County: Positive Economic Stimulus

The Work Plan of the Monterey County Film Commission reflects the marketing and fulfillment elements that will lead to attraction and facilitation of increased film productions here, which leads to positive economic development impact, local employment and job development and the expansion of educational and cultural activities related to the film industry.

As a non-profit organization, the Monterey County Film Commission has a core duty to market 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 work plan reflects the mission and marketing elements for the next fiscal year, utilizing Monterey County Development Set-Aside Funds. It represents the promotion for the entire county, as productions look to film in a variety of settings. The MCFC secures production interest, and then helps with logistical details, referrals to locations, services and local crew. Local production companies are also assisted, helping keep the local businesses and employees working on film projects.

The film commission serves as an economic stimulus program for Monterey County. The MCFC is as proactive as possible in marketing to the film industry, which means prompt response to leads, scouting locations and other resources, and keeping to of mind as a film destination.

Because of the prompt, professional assistance the film commission offers and on-going marketing efforts, film industry inquiries have increased. Now a new promise of increased business is expected as there is a new **California film incentive program** that offers wage tax rebates to help stem the tide of runaway production from California to other states and countries. With a special provision for smaller independent films, which often look at Monterey County as a possible film site, the costs of going on location can be reduced for the production companies.

With reduced county funding to support the lucrative film industry, the MCFC will be also looking to other sources of funding to leverage limited county funds. From grants to film events to individual donations to "Reel Friends of the Film Commission," the film commission will rise to meet its funding challenges.

The film commission attracts productions on location to film, facilitates shoots, and markets the area's indigenous crew, production facilities, services and retail businesses. **It has contributed more than \$75 million to the economy since it was established in 1987.**

Film production (including feature films, television, commercials and still photography) stimulates local economic activity, providing a quick infusion of revenue. On-location filming positively impacts local businesses. An average feature or larger commercial production leaves \$50,000 to \$150,000 per day in the local economy. Hotels, restaurants, transportation services, caterers, crew and many small businesses such as drycleaners, laundries, hardware stores, lumberyards, gas stations, and security firms all benefit when film projects come to Monterey County.

Filming is a strong economic engine with production crews filling hotel rooms year-round. Local residents get hired, locations are rented, and productions purchase numerous goods and services. The films, commercials, advertising stills and travelogues show off Monterey County sites and have the added value of spin-off tourism business.

The film commission's purpose and results are consistent with the County of Monterey's policies of developing industries that preserve the environmental quality of the region, and support businesses that have national and global market potential. Filming is a clean, non-polluting industry and the majority of productions come and go with little notice and impact on residents.

The film commission highlights its services, locations and crew to the film industry and has been successful at attracting an average of **60 to 70 annual productions** to Monterey County. These projects bring revenue, TOT and sales taxes, pay permit fees, and represent financial enhancement for residents, businesses and jurisdictions in the county.

In addition to providing increased activity for local businesses, **film productions provide jobs for both skilled and unskilled members of a community.** Extras, actors, photographers, technicians, housekeepers and drivers are among the individuals that directly benefit. Film productions utilize the available work force. Keeping local film

crew skills updated with work experience makes the film business compatible with the County of Monterey's mission and goals.

Locations throughout Monterey County are promoted to the film industry, and each film inquiry is responded to promptly and professionally. Potential film locations can be anywhere in the county, from coastal vistas on the Monterey Peninsula to rural roads in the agricultural areas of the Salinas Valley, to the industrial harbor area at Moss Landing. 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 and Highway 1. Run-down and desolate settings are also requested. Promotions of the county's 1,200 miles of roads tempt automobile commercials here.

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 350 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 can now be more competitive with the statewide film incentive program element which can save productions up to 25%. 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 and on-going local liaison 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 keep the film commission effective as it reaches new markets and staying visible with film industry decision-makers.

The Competitive Market

The key target markets for MCFC are independent films, TV, commercials, and still photography productions, and the location scouts and location managers whose job it is to find 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 locations willing to allow productions to film. It helps market the crew base in the area ready to be hired.

Of utmost importance to the marketing efforts is the reputation of a film commission and its level of professional assistance given as requests for assistance are made. **The film industry has new and increased expectations of service and turnaround time from film commissions. Clients are on tighter schedules to find locations and complete shoots. The film commission plays a critical role in providing services that make it more likely that Monterey County will be chosen for film projects.**

Globally, many film commissions and jurisdictions offer attractive financial incentives including sound stage and other facilities, tax rebates, free services, and no location fees or permit fees. Crew costs are often less in areas outside California. Within California, Monterey County also experiences competition from counties with similar looks including Santa Barbara, Sonoma County, San Luis Obispo and San Mateo, and counties with a stronger crew base from which to draw, or within only one hour of a major production center such as San Francisco. Some productions stay within or near the Los Angeles film zone for cost reasons, crew availability, and a desire to be nearer their homes, thus areas like the Inland Empire and Santa Clarita have increased well-funded marketing efforts to keep film business in southern California.

Productions leave the U.S. to film other countries (or leave California to other states), where the return on the dollar is higher, tax rebates cut production costs, artistic grants are offered, or there is a more experienced crew base for bigger projects. This on-going business threat needs to be dealt with on a number of levels and the Monterey County Film Commission seeks to find local incentives to offer, and stays involved with broader organizational efforts on the San Francisco Bay Area regional level and the California Film Commission and its regional marketing partners the Film Liaisons in California, Statewide (FLICS).

Situational Analysis -- Where We Are Today

- Film production is a revenue-producing engine for Monterey County, with an average **annual return of at least 20 to 1 on the county's investment** and funding for the film commission. The Monterey County Film Commission will adjust its promotional programs and staff hours to fit available funding from the county.
- **An average of \$3 to \$4 million comes into the county from film production activities each year.**

- Sales trips and tradeshow, promotional collateral, location library images, and general film assistance and utilization of experienced film production staff are vital to the film commission program. Insufficient funding means that staff hours must also be used to develop and fulfill fundraising efforts to supplement county funds. The MCFC with its volunteer board of directors must work to leverage county funds, seeking support from private and public partners, and pursuing additional fundraising activities in order to ensure that MCFC maintains its market share of film business.
- Since its inception 23 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 3,500 productions scouting and filming within the county**. Annually, the film commission handles some 500 to 600 requests for filming, resulting in more than 70 projects last year. The film commission estimates that since it began, more than **\$75-million of financial impact has come to Monterey County communities in direct dollars** (no multiplier).
- Filming remains strong in television and commercial production as well as still photography markets and fashion catalog shoots. This type of film production is 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 large out-of-state incentives (some more than 42%) 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 is a key element in keeping film projects coming here.

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 FY2010-2010. Among the objectives for the next fiscal year:

- Promote the **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 financially supported productions to Monterey County as that special set-aside 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 the 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. This year the Reel Scout location libraries across the country will be interlinked for maximum exposure to those seeking film sites.
- **E-communication and social media** 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 determine where productions go to film. More advertising and film industry media relations will extend publicity for the film commission.
- **Marketing at select trade shows** to show Monterey County's film assets and to gain attention of directors, location scouts, producers who want to stay in California with their productions.
- **Provide resources and educational programs** to assist the film industry work force in Monterey County, ensuring that local residents and students gain up-to-date knowledge, technical skills, and film production employment opportunities, plus exposure to film industry professionals.
- **Local Production Resources Directory** development will improve exposure for local film assets. Local crew, businesses and service providers will be identified and represented on the Monterey County Film Commission online film production resources directory. By providing added marketing opportunities for locals, more hiring and sales can happen in the county.

Monterey County Film Commission Marketing Plan elements:

Film Industry Market

To promote Monterey County film assets to the film industry

- Sales meetings, tradeshow, industry events and film industry and film commission networking opportunities
- Industry advertising and public relations/media efforts, and added promotion of new available statewide and local film incentive programs
- Website development and internet exposure for location images, crew and services, permit and area information, and online marketing and advertising opportunities.
- Social media, direct mail and email connections with the film industry
- Personalized relationships with film industry professionals and major location decision-makers

To provide film assistance to inquiring production companies

- Location scouting and production center for visiting scouts
- Photo files, updated location library, customized image packages
- Internet exposure and connections to local resources
- Permit information
- Inquiry response, advice on concepts, alternatives, county-wide locations, and referrals to crew, services and other needs

To facilitate and expedite on-location film productions

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

Local Film Market and Film Development

To expose new 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, Arts Council, hospitality industry, etc.)
- Develop monthly movie screenings with educational aspects for local branding
- 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 resident companies

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 800 Monterey County nonprofits.

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 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.

2010–2011 MARKETING AND FILM ASSISTANCE CAMPAIGN ELEMENTS

1. Website/Online Marketing

- Updating location library of photos on “Reel Scout,” a searchable online database. Film project management systems will be maintained to help with proactive promotion and cross-referencing for nationwide access by production companies seeking locations.
- Enhance, update and improve the MCFC website, working toward increased marketing of film commission services and locations on line, and through links to film resources. The website also provides a revenue-producing option, where local crew and businesses can obtain enhanced listings and banner advertising options to market themselves to the film industry. Updates with information related to film permits, crew, location library and services will be posted on the www.FilmMonterey.org site.
- Increase the email communications ability and social media elements of the film commission, for enhanced contact with locals, the film industry, and area jurisdictions involved with filming. Regular e-mail blasts and newsletters will be produced.

2. Advertising/Marketing/Promotions

- **Advertising**

The Film Commission will advertise in select film industry publications and on-line websites to maintain top-of-mind awareness. Free listings in trade magazines and film organization guides will be updated. Display ads will be placed in appropriate trade magazines and in on-line industry directories, such as “LA 411,” “Production P3 Update” and “The Reel Directory,” a film resource guide for Northern California. Co-op opportunities for advertising will be pursued, and the film commission will proactively seek editorial mention in trade magazines such as “Locations,” and “Boards” for commercial producers.

Direct mail pieces, location brochures, and other collateral will be prepared to keep the film industry informed of opportunities and film assets in Monterey County, and to keep local residents aware of the positive economic impact of filming.

- **Local and Industry Public Relations/Media Relations**

Public relations efforts within Monterey County and within the film industry are important marketing elements, enabling increased exposure visibility and credibility through “free” media publicity. Film commission’s press releases are generated to increase public awareness and to leverage the amount of paid publicity.

- **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, keeping 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 film industry professionals. 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. 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 in 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.

- **"California Only" Film Industry Speed Mixer**

This breakfast event is held for studio executives and heads of production in the Los Angeles/Hollywood area. This "speed mixer" concept is welcomed by attendees who often can not get to other tradeshow, and offers a rare face-to-face opportunity for the Monterey County film commissioner to meet and sell directors and top producers on the benefits of filming in Monterey County. It is coordinated by the California Film Commission.

Commercial Producers, Directors Guild, Location Managers Guild, and other networking events are also attended.

4. Market Research

- **Monterey County film locations**

Keeping up with location changes and documenting new location options are important as the film commission wants to have more film assets to offer filmmakers. Staff researches current locations regarding issues affecting a site's film potential. Increased scouting of new locations and photographing them for the website is on-going.

- **Economic Impact of Local Filming/Film Industry**

The film commission will input data in the new Reel Scout program for superior research and tracking of economic impact from film productions. The latest international film commission formulas for determining economic impact will be applied. Resident film business and assets need better tracking to best reflect the comprehensive economic impact to the county from the film and entertainment industry.

- **Production Resources** research will help keep local professionals and businesses identified for online marketing. More locals can then be hired and film production purchases of good and services can be expedited.

5. Partnerships/Co-op Affiliations

Regional Marketing Opportunities

Maintain a regionalized marketing presence among film commissions and jurisdictions to retain and attract film business to our area. Co-op marketing efforts help expand the opportunities for the Monterey County Film Commission, particularly with the cooperative efforts of the Greater San Francisco Bay Area Film Commission group.

California Film Commission

MCFC is also affiliated with and finds support from the California Film Commission and its new statewide incentive opportunities designed to limit runaway film business. Monterey County also continues its involvement with the California Film Commission and Film Liaisons in California Statewide (FLICS) organization, which is its own non-profit marketing organization. The FLICS members represent more than 45 professional

film commission offices working to keep film business in the state and leverage marketing monies for regional promotions and special film industry events.

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**

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.

- **Photography Location Library/Production Center**

Increasing the location library, improving digital photography library, and improved management of digital image files will be a priority. 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.

- **Business/Personnel Referrals**

The film commission provides and updates listings of Monterey County residents and businesses that can be hired or utilized by production companies on location. This helps create jobs within the county and creates income for local companies.

- **Production Marketing & Inquiry Response**

Proactive attempts to contact production companies is a priority, and prompt response and follow-up to inquiries plus knowledgeable referrals are at the core of a film commission's services. Handling the needs of production companies is time-consuming, but the professional response can result in good word of mouth reputation and future film business for the Monterey County Film Commission. Attention to incoming inquiries by email, telephone, or fax must receive priority each day, as the requests for information, images or contacts need rapid turnaround.

8. Additional Projects/Local Activities/Educational Programs

The county's film commission will organize educational and fundraising events and film screenings, and seek grants and city support to help supplement the county's DSA funding and to amplify contributions to the film commission. New "Reel Friends" program with discount cards to local businesses will be marketed to gain donations.

As a nonprofit organization, the MCFC relies on volunteer board members, local volunteers, and college interns to assist with projects. Activities include its Focus on Film job educational lectures, the celebration of the What a Night of Academy Awards, and Reel Friends of the Film Commission.

The MCFC serves as a resource providing local educational opportunities that will assist student filmmakers and young people interested in film industry employment opportunities in the film and entertainment business.

The film commission also makes an annual **film student scholarship** available to a Monterey County emerging filmmaker. The MCFC Scholarship Program for local film students is an endowment with Community Foundation for Monterey County. The program helps advance the future of Monterey County film students or local residents attending film school.

MONTEREY COUNTY FILM COMMISSION
SCOPE of SERVICES
July 1, 2010 - June 30, 2011
Promotional Plan Utilizing County Funds

***Approved by the Monterey County Film Commission
Board of Directors on May 1, 2010***

Fiscal Year 2010—2011

\$113,674

PROJECTS:

1. ADVERTISING/PROMOTIONS

\$17,500

Advertise Monterey County locations to film industry in select trade publications and directories; direct mail campaign; new promotional collateral. Enhanced communications and public relations initiatives to brand Monterey County with key film industry markets and locally, using the news of the new *California Film Incentive Program* to draw more film productions to the county. Promotions to reach film industry professionals plus additional markets of advertising creatives. Expansion of visibility in regional San Francisco Bay Area as well as major production centers in the country and internationally.

2. WEBSITE / ONLINE MARKETING

\$15,000

Revamping of MCFC website making more intuitive and user-friendly. Search engine marketing. Enhance local film resources for employment opportunities for county residents. Reel Scout location library and project management system to link to national location database with geo-coding of county film sites. Adding monthly E-communications/ newsletters to film industry professionals, trade organizations, local residents and jurisdictions. Expansion of MCFC social media to propel marketing messages. Updating of computer software, hardware and website content.

3. TRADESHOWS/ FILM INDUSTRY / EDUCATION AND DEVELOPMENT

\$ 7,500

Participation in select film commission organized shows including CA Only, Locations International, Film Liaisons in California Statewide industry events. AFCI Cineposium sessions for film commission best practice. On-going training and staff development.

4. MARKET RESEARCH

\$ 2,000

Research and create new local incentives to attract film productions. Scout and document new film locations and local resources in county; secure data and analyze county economic impact for county; increase frequency of jurisdictional updates for permits and communication; compile film industry, media, and local film business contacts; assess film production and film commission best practices at regional, state and international levels.

5. CO-OP PROMOTIONS

\$2,000

Leverage county monies through cooperative ventures with county partners MCCVB and Cultural Council. Co-operative event partnering for exposure and advertising cost sharing. Also work with Northern California and San Francisco Bay Area film liaisons on promotional efforts and statewide exposure for regional film business.

6. SALES TRIPS/ON-LOCATION VISITS

\$ 3,500

Film industry sales calls, location scout assistance on-location, and individual familiarization visits to Monterey County by potential filmmakers and location professionals, to increase exposure of county to filmmakers. Increased relationship with Location Managers Guild, statewide film commission meetings, and other significant opportunities to enhance connections with film location decision-makers year-round.

**7. FILM COMPANY RESPONSE/
PROJECT ADMINISTRATION**

\$56,000

Proactively seeking new film business and assisting with film production requests, trouble-shooting, availability to work with location scouts and managers and other production professionals. Inputting new resources and film sites into production photo library, coordinating locations and logistics in preproduction, and staffing office management system. Location scouting, photography and photo scanning. Crew and service business support. Staff to provide prompt, professional response to business inquiries, leads, requests for assistance by film industry 24/7 to keep county competitive. Expansion of statewide incentive program with new local incentives from film-friendly hotels and other discounts. Coordination of local student interns and local crew job experience.

8. LOCAL ACTIVITIES/ EVENTS MARKETING

\$10,174

Creation of local educational activities related to the film industry and job development and employment opportunities. Developing and promoting film-related events, screenings, and cultural activities. County-wide branding of MCFC via screenings to keep residents and businesses 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.

Fiscal Year 2010-2011 \$113,674