

“The MCFC mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.”



March 10, 2026 ★ Mid-Year Report (July 1-Dec. 31, 2025)

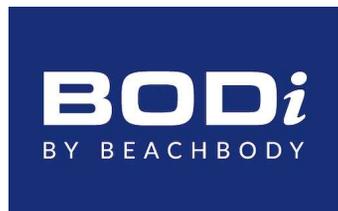
Progress: By the numbers at mid-year



More than 50% reached against
our FY 2025-26 goals so far

Production highlights from July – December 2025

- ★ **“The Trees Whisper at Night”** film short by South County director, Miguel Garcia Mendoza, with locations in Greenfield, Salinas, and King City
- ★ **“The Rooster Prince”** feature, filmed on River Rd., Marina, Seaside, and Big Sur
- ★ **WeatherTech Raceway at Laguna Seca** auto races





On-location film production means jobs and business support in Monterey County

Crew/Production

Actors/Models/Voice-Over
Art Director
Assistant Director
Assistant Editor
Camera Operator
Carpenter/Construction
Director
Director of Photography
Editor
Grip/Lighting
Location Assistant
Location Scout/Manager
Make-up/Hair Styling
Music Composer/Scoring
Photographer- Still, Aerial,
and Underwater
Post Production Manager
Production Assistant
Production Company
Production Coordinator
Production Designer
Prop Master
Recording Engineer

Screenwriter
Set Construction
Set Decorator
Sound Designer/Technician
Transportation Coordinator
Union/Guilds
Videographer
Wardrobe/Costume Design

Equipment/Facilities

Audio Visual Equipment
Editing Equipment/Software
Expendables
Grip/Lighting Equipment
Motorhomes
Portable Toilets
Production Equipment
Recording Studios
Screening Venues
Stages/Studios
Stock Footage/Images
Teleprompters

Underwater Equipment
Video Post Facilities
Water Trucks

Support Services

Accommodations
Advertising/PR Agencies
Aerial Services/Drones
Airports/Airlines
Animals/Trainers
Auto/Van/Truck Rental
Casting/Talent Agencies
Catering/Craft Services
Delivery Services
Disposal/Janitorial
Event Production/Party Planning
Fitness Trainer
Graphics/Visual Effects
Insurance
Limousine/Shuttles
Marine Services
Massage Therapist

Medical Services
Props/Prop Rental
Realtors/Home Rentals
Secretarial/Temp Agencies
Security
Studio Teacher/Childcare
Traffic Control/Signage
Translation Services
Vintage Cars/Ships/Aircraft

Things to Do

Dining/Nightlife
Events
Film Festivals
Golf
Museums/Aquarium
Shopping
Sightseeing Tours
Spa/Health
Sports/Recreation
Wine Tasting

CA Film Incentive Program 4.0: Doubled to \$750 million

The California legislature approved a \$750M film and TV tax incentive program effective July 1, 2025. Tax credits will now be refundable.

Productions that film outside the LA Zone (like Monterey County) get an additional 5% boost.

Since its inception in 2009, California's Film & Television Tax Credit Program, administered by the California Film Commission, has generated over **\$30.6 billion in economic activity** and has supported **more than 228,000 cast and crew jobs** across the state.



Promoting Monterey County to the global film industry



Pacific Grove



Salinas Valley

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

CALIFORNIA
Film Commission



FLICS
FILM LIAISONS IN CALIFORNIA STATEWIDE



"You otter be proud!"

Congrats to all the 2025 COLA finalists!
(Now you otter come film in Monterey County!)



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COMPASS

FALL 2025 The Official Magazine of the Location Managers Guild International



Salinas Valley crops



Old barn, Salinas Valley



Carmel Beach



Big Sur vista

Make the Scene
in Monterey County, California

Come film our stunning shorelines, storybook towns, rural roads, and ranches. It's all here.



Steinbeck House, Salinas



Carmel-by-the-Sea



Monterey's Iris Canyon

FilmMonterey.org  Karen@FilmMonterey.org



Local exposure: Filming's financial impact in Monterey County

Boosting the economy through film and media productions

The nonprofit Monterey County Film Commission (MCFC) has been effectively promoting Monterey County as a premier film site to the film industry since it was established by the Monterey County Board of Supervisors in 1987. To date, more than \$142 million has come to county-wide communities from direct location spend by productions such as the recent "Whalefall" feature film, TV series "Big Little Lies," commercials, videos, documentaries, and fashion shoots.

Film productions take pictures and leave money in local communities, in support of accommodations, goods and services, and local crew hires. MCFC works to keep Monterey County top-of-mind as a preferable film option in a highly competitive global marketplace.

The film commission's website showcases film locations, permit details, Made-in-Monterey movie information, and maintains an online Production Resources Guide. Monterey County residents and businesses interested in being hired by on-location productions can list their contact information for free at <https://FilmMonterey.org/Resources/>.

MCFC is helping build and strengthen the local crew base with "Hollywood in Your Backyard" networking events, connecting with filmmakers and supporters of film. And to help future filmmakers, MCFC seeks private donations to fund its annual Director Emeritus Richard Tyler Film Student Scholarship Award for Monterey County film students.

To contribute or for more information, see <https://FilmMonterey.org>, email info@FilmMonterey.org, or call 831-646-0910.



Provided Photo



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

- ★ **\$142 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



"Reel Business" for Monterey County

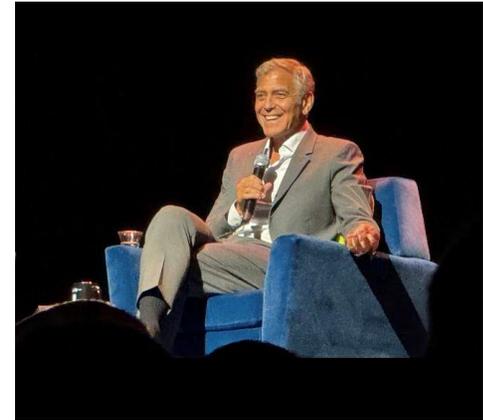
Film and media productions on-location have boosted the local economy by more than \$142 million since the Monterey County Film Commission was created in 1987 by the Monterey County Board of Supervisors. AFCA Certified Film Commissioner Karen Seppa Nordstrand has been assisting productions and promoting our area's locations, crew, and local resources for 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."

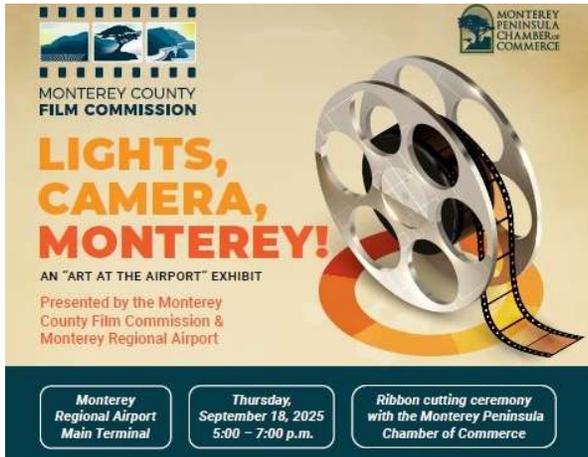
Karen Seppa Nordstrand
831-646-0910
Karen@FilmMonterey.org
FilmMonterey.org



Film commission at industry events and professional training



Community collaborations



MONTEREY COUNTY FILM COMMISSION

LIGHTS, CAMERA, MONTEREY!

AN "ART AT THE AIRPORT" EXHIBIT

Presented by the Monterey County Film Commission & Monterey Regional Airport

Monterey Peninsula Chamber of Commerce

Monterey Regional Airport Main Terminal

Thursday, September 18, 2025 5:00 - 7:00 p.m.

Ribbon cutting ceremony with the Monterey Peninsula Chamber of Commerce



Monterey County Film Commission Selects 2025 Film Student Scholarship Winners



Jameson Paull



Julian Sumano

MONTEREY COUNTY FILM COMMISSION'S DIRECTOR EMERITUS RICHARD TYLER



\$2,000 ★ AWARD

“Lights, camera, *economic action*” in Monterey County

