



MONTEREY COUNTY
FILM COMMISSION

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



January 28, 2025

FY2024-25 Mid-Year Report

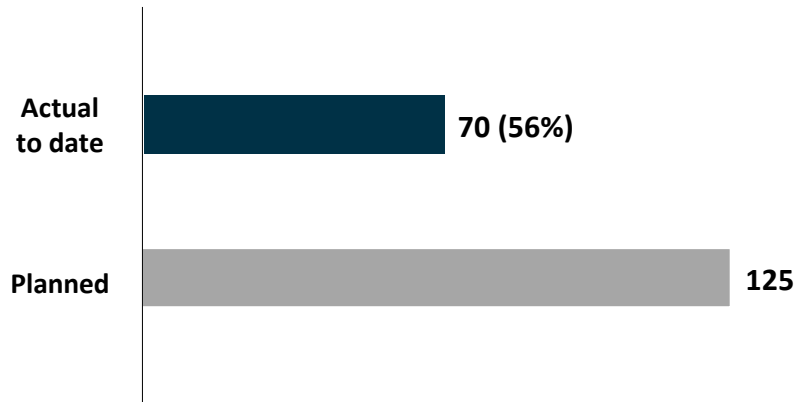
County of Monterey benefits from MCFC

- ★ Brings year-round economic boost (+TOT revenue) from on-location film productions: **\$1.7 M in first half of FY2024-25.**
- ★ Keeps Monterey County top-of-mind as a positive “film-friendly” filming option
- ★ Provides immediate, professional responses in a fast-moving, highly competitive industry
- ★ Helps locals get jobs and updated work experience
- ★ Has an AFCI certified Film Commissioner representing our area (one of 45 globally)

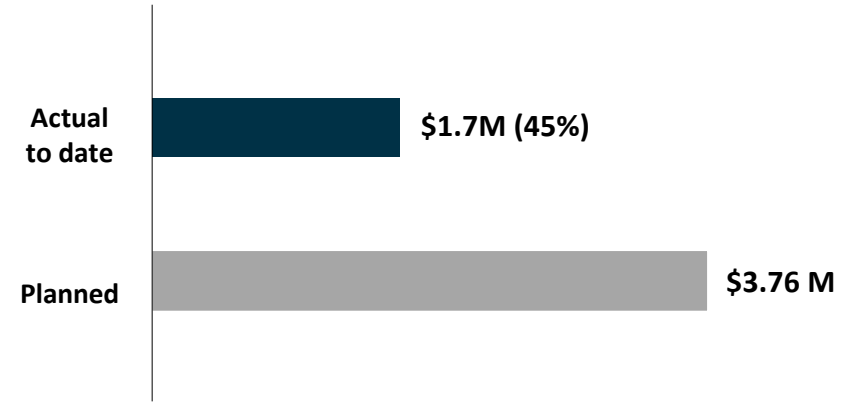


FY2024-25 Mid-Year Report of Performance Goals

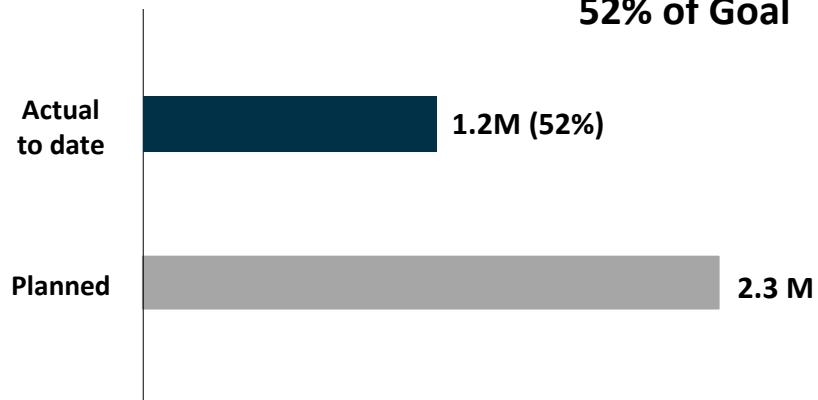
Film Productions — 56% of Goal



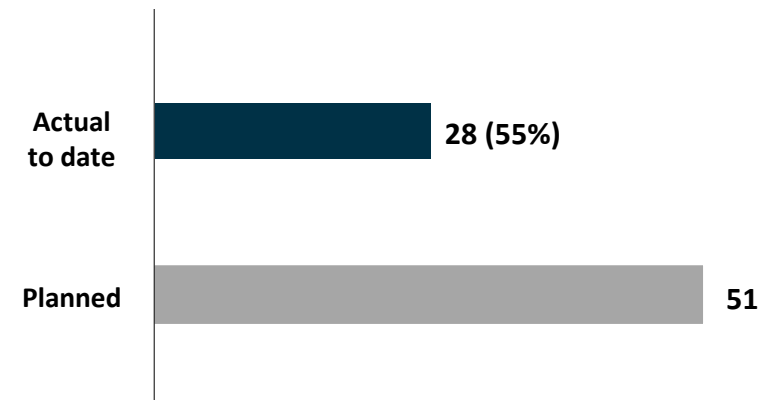
Total Local Spend — 45% of Goal



Expand Reach of Advertising & Promotions — 52% of Goal

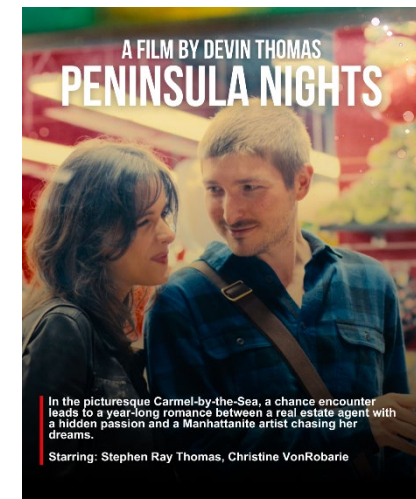


Collaborations & Partnerships — 55% of Goal



Production highlights from July – December 2024

- ★ **“Maintenance Required”** feature film in Pacific Grove, Seaside, and Hwy. 1
- ★ **Brand USA and BBC** tourism video featuring Carmel-by-the-Sea
- ★ **“90-Day Fiancé”** TV episode in Monterey
- ★ **LL Bean, Todd Snyder, and Tom Ford** fashion shoots at Big Sur state parks, Hwy. 1, Asilomar, and Pt. Lobos
- ★ **“Peninsula Nights”** independent film in Carmel, Monterey, and a Salinas Valley winery



CA Film Incentive Program: \$330 million with proposal to increase to \$750 million in 2025

Gov. Gavin Newsom has proposed to double the film and TV tax incentive to \$750M, which would allow the state to offer the highest capped program in the US. If approved by state legislators it would come into effect on July 1, with California's Film & Television Tax Credit Program 4.0 and tax credits will become refundable. **The state lost production spending due to increased competition in other jurisdictions around the world.**

A study of the program found that, for **every tax credit dollar** approved, it generated **at least \$24.40 in output** (\$16.14 in GDP, \$8.60 in wages, and \$1.07 in initial state and local tax revenue) from production in the state.

Since its inception in 2009, California's Film & Television Tax Credit Program, administered by the California Film Commission, has generated over **\$26 billion in economic activity** and supported **more than 197,000 cast and crew jobs** across the state.





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

MCFC's film industry advertising with global reach

Salinas Valley crops

Old barn, Salinas Valley

Carmel Beach

Big Sur vista

Steinbeck House, Salinas

Make the Scene
in Monterey County, California

You'll find such varied and stunning locations here.
Plus get free help with locations and resources!
FilmMonterey.org • Karen@FilmMonterey.org



"You otter be proud!"

Congrats to all Location Professionals at the 2024 COLAs.

(Now you otter come film in Monterey County!)



FilmMonterey.org ★ 831-646-0910



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 fairytale 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



What film people are saying...

“Being from Nashville presented a set of challenges with securing a location, ‘scouting’ remotely, and rounding up crew. The team at Monterey County Film Commission not only went above and beyond, but they did it at warp speed. I’m not sure our music video would’ve been pulled off without them. Everything went great!”

-- B.S., Producer “Legends” album (Top 50 Billboard Country Music List)

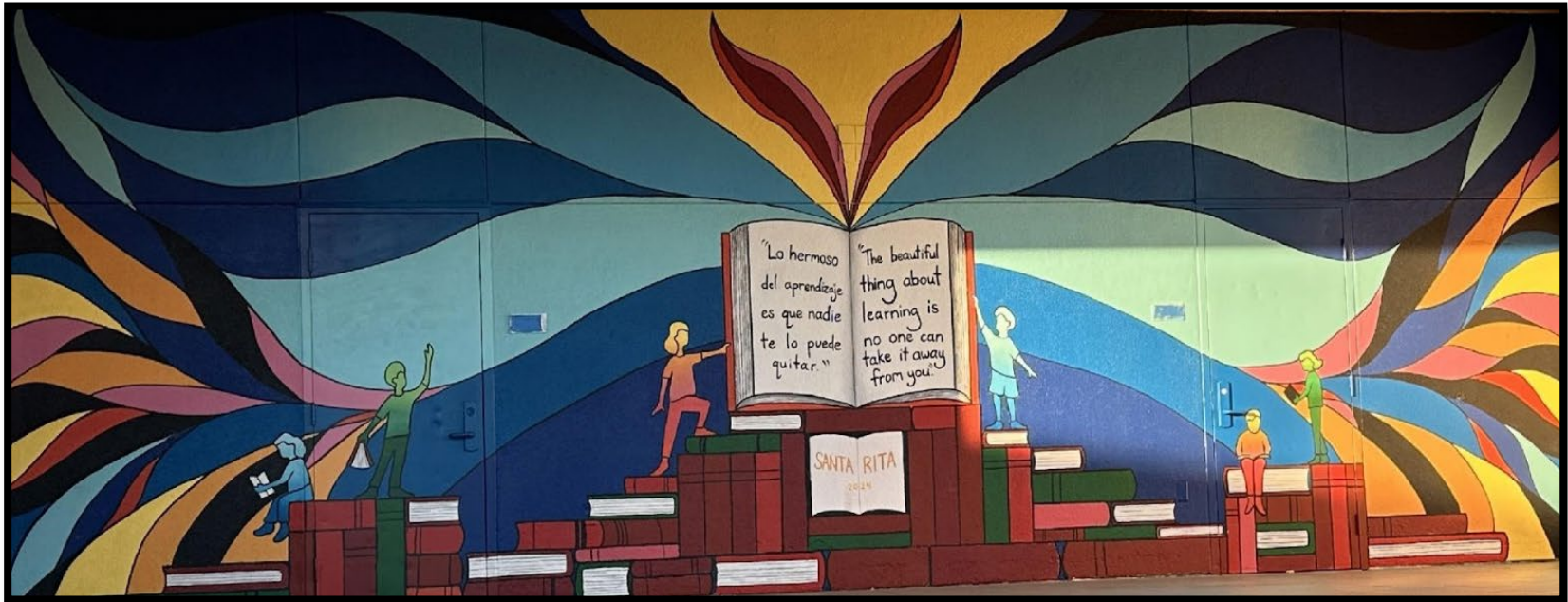


Questions? Thank you for your continued support!



ARTS COUNCIL

for Monterey County



Santa Rita Elementary School, Artists Carlos Villagomez and Megan Goodwin

The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts.

DSA Partner since 1985 *to provide arts & cultural programs to strengthen our economic base*

Goal #1 - ECONOMIC DEVELOPMENT

\$212,500 in funding provided to **42**
art organizations to date to build
capacity and strengthen our arts &
cultural sector.





ARTS COUNCIL
for Monterey County



COMMUNITY ARTS GRANT

Receive up to \$7,500 for your nonprofit organization towards a public arts and culture project or program!

ELIGIBILITY CRITERIA:

- ✓ Must be a nonprofit providing arts programs or events
- ✓ Did not receive a Spring Arts & Cultural Grant and completed the final report for any previous grant

FALL APPLICATIONS
OCT. 1 - NOV. 12, 2024

APPLY TODAY!



[ARTS4MC.ORG](https://arts4mc.org)

Funding provided by:



The Todd Lueders Fund
Community Foundation
for Monterey County



THE DAVID & LUCILE
Packard
Foundation



Sales for Artists have increased by 200% since December 2023

County Government Center
"Monterey County, Capturing the Light"



Annual Art Installation and Exhibition with 30 artists and more than 60 original pieces of art on display through December 2025

Goal #2 - WORKFORCE DEVELOPMENT

Free quarterly marketing and professional development programs for artists, arts leaders and arts organizations:

Jul. 2024 - Emerging Videographers - Frame by Frame


Oct. 2024 - Boost Your Business with Engaging Customers, and Creative Portfolio Kits




Business Works
SOLUTIONS FOR BUSY CREATIVES

PRESENTS
**EMERGING VIDEOGRAPHERS:
FRAME BY FRAME**

Nathaniel Eramaa
@cre8tive_n8





Alex Garcia
Mag One Media
@magonemedia



FRIDAY, JULY 26, 2024 | 10:00 AM
ARTWORKS @SALINAS 262 MAIN STREET, SALINAS

NO FEE TO ATTEND!
REGISTRATION ENCOURAGED
[BIT.LY/RSVPBIZWORKS](https://bit.ly/rsvpbizworks)

Business Works
SOLUTIONS FOR BUSY CREATIVES

PRESENTS
**BOOST YOUR BUSINESS WITH ENGAGING
CUSTOMERS AND CREATIVE PORTFOLIO KITS**

Kenji Tanner
@Kenjiartqueen



FRIDAY, OCT. 25TH
10:00 AM
ART ABILITIES
220 COUNTRY CLUB GATE CTR.
SUITE 10, PACIFIC GROVE
TAKE FOREST LODGE RD TO GAIN ACCESS
TO THE REAR PARKING LOT.

NO FEE TO ATTEND!
[BIT.LY/RSVPBIZWORKS](https://bit.ly/rsvpbizworks)

- **PROP 28 (2022)** provides \$1 billion annually to fund more than 5,000 NEW credentialed or classified art teachers to fulfill the mandated visual and performing arts programs throughout California schools, with more than \$12,000,000 funded to Monterey County K-12 schools.
- Our local region is short by **285 credentialed art and music teachers**.
- Partnering with CSUMB, Hartnell College, Gavilan College and Cabrillo Colleges, the Arts Councils of Monterey County, San Benito County and Santa Cruz County are developing a pipeline for artists and teachers to obtain the required training.
- We have applied for grant funding through Uplift - Jobs First to support this initiative.



District 3 - Mural in Chualar Honoring Braceros *by artist Hanif Panni*



September 2023 was the 60th Anniversary of the Chualar train crash where 32 Bracero workers were killed and a couple dozen injured when the train hit the makeshift bus they were in. This is the only public artwork on the Central Coast on that important part of our history, initiated by Supervisor Luis Alejo and Supervisor Chris Lopez.

Goal #3 - MARKETING



OPEN STUDIOS Art Tour

A program of Arts Council for Monterey County

October 12th & 13th
and October 19th & 20th

Highlights

- ✓ Increased number of participants from 80 in 2023 to 150 in 2024 - an 87% increase in 1st year
- ✓ 42% were first time participants
- ✓ 87% plan to participant in 2025
- ✓ Adding Mural Tour to Free Mobile App in 2025



COMMUNITY EVENTS AND FESTIVALS

July 2024 - Carmel Bach Festival Family Festival

Aug 2024 - Hosted CA Arts Council meeting at The Western Stage, West End Celebration, Sand City

Sep 2024 - Monterey Jazz Festival, East Garrison Art Fair, Artists Alley Block Party @ Sherwood Park

Oct 2024, Dia de los Muertos at Monterey Sports Center, Ciclovía Salinas, Monterey Bay Christian School Fall Festival

Nov 2024 - Alisal Family Resource Fair, King City Murals Family Celebration, Shop Small, Oldtown Salinas

Dec 2024 -Hijos del Sol/MC Health Department - Mural Celebration

Held Five (5) Community Input Workshops in each supervisorial district





SEE
MONTEREY



MONTEREY COUNTY
WEEKLY



King City Rustler



Goal #4 - COLLABORATIONS AND PARTNERSHIPS

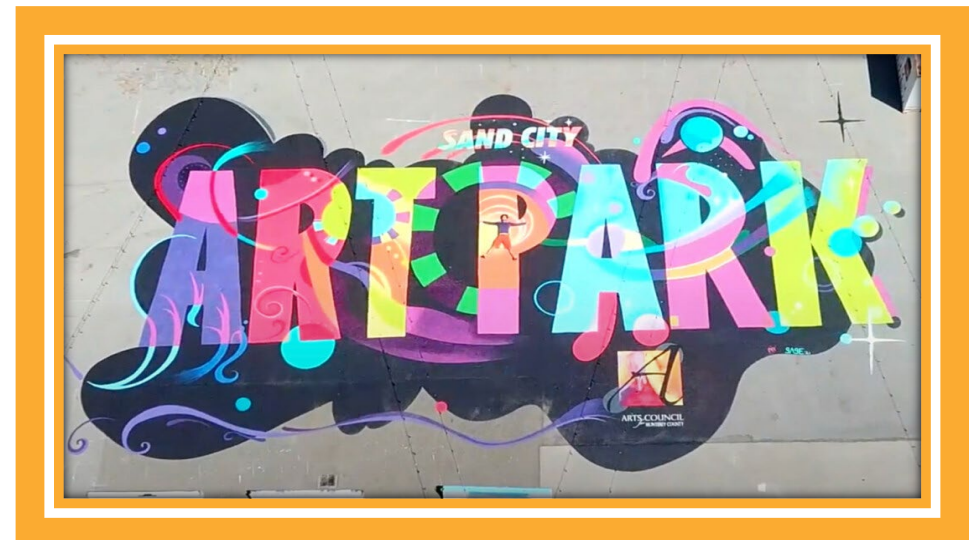
- ✓ Partnered with the City of Soledad to provide three murals at Cesar Chavez Park on Front Street, More to follow on the Front St Bridge.
- ✓ Consulting with Sand City and EMC Planning on Art Park -live/work for artists, green space and community events
- ✓ Collaborating with United Way of Monterey County to provide 18 murals along Mid-Town Alley



Artists Paul Richmond and Brenda Saglio



Artist Jose Ortiz, Hijos del Sol



Artists Paul Richmond and Bryan Gage

Thank you for your partnership!

