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EXECUTIVE SUMMARY

OVERVIEW

2016 was another excellent year for filming in Sonoma County with a record increase of 5.9% in economic impact!

In 1974 the Sonoma County Board of Supervisors created a Film Office within the Sonoma County Economic Development Board. Weathering several challenges over the years, the Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies worldwide, and helps create a friendly environment for production by connecting with local government, business and residents.

FILM OFFICE GOALS AND FUNCTIONS

• Provide assistance and support for film, television and the multimedia industry crews working in Sonoma County
• Work and develop relationships with other organizations to increase the awareness of Sonoma County as a destination for production
• Promote and draw attention to our website to assist individuals or production companies to access the tools for their success
• Support and encourage teamwork among permitting agencies
• Increase the awareness of Sonoma County’s heritage of film shot here as a tourist destination
ECONOMIC IMPACT SUMMARY

In 2016, Sonoma County reached $4,302,500 in filming impact dollars for the year 2016, a 5.90% increase over 2015.

Behind these changes we see that even though Sonoma County is a considerable distance from Los Angeles, and more film is now being produced in digital studios, the incentive opportunity the State of California has put together has been proving very profitable for those filming in the state, as well as for Sonoma County.

METHODOLOGY REVIEW

Each permit recorded by the Film Office in our database is given an economic impact dollar amount depending on what type of filming activity has been accomplished. Adding the economic impact for each day of permit provides the total dollar amount of generated revenue. In the year 2016 there were approximately 94 permits issued with 173 days of filming. Permits recorded by our office filmed on public land amounted to $4,302,500 in economic impact.

REVENUE

The generated economic impact figures come from a methodology report completed by the Association of Film Commissioners International (AFCI).

<table>
<thead>
<tr>
<th>Generated Revenue Per Day of Filming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Filming</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Documentary</td>
</tr>
<tr>
<td>Feature</td>
</tr>
<tr>
<td>Independent</td>
</tr>
<tr>
<td>Industrial</td>
</tr>
<tr>
<td>Music Video</td>
</tr>
<tr>
<td>Still Photo</td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>TV Reality</td>
</tr>
<tr>
<td>TV Special</td>
</tr>
<tr>
<td>Other*</td>
</tr>
</tbody>
</table>

*The ‘Other’ category includes video, personal filming, advertisement, EDB Brewery video, B-roll, etc.

Sonoma County Estimated Yearly Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Year-over-Year Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$1,557,501</td>
<td>21.0%</td>
</tr>
<tr>
<td>2013</td>
<td>$1,700,003</td>
<td>9.15%</td>
</tr>
<tr>
<td>2014</td>
<td>$1,932,500</td>
<td>13.68%</td>
</tr>
<tr>
<td>2015</td>
<td>$4,062,500</td>
<td>110%</td>
</tr>
<tr>
<td>2016</td>
<td>$4,302,500</td>
<td>5.90%</td>
</tr>
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</table>
ECONOMIC IMPACT SUMMARY

NUMBER OF PERMITS

The following chart organizes the number of film permits reported to the Sonoma County Film Office from the permitting entities of the cities, state, and the County of Sonoma for the years 2011-2015. The large amount of filming done on private property is not reported to the film office and thus is not represented. The number of permits does not reflect the complete view of filming in Sonoma County.

<table>
<thead>
<tr>
<th>Type of Permit</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>% Change</th>
<th>2014</th>
<th>% Change</th>
<th>2015</th>
<th>% Change</th>
<th>2016</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Catalogue Shoot</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>1</td>
<td>+100%</td>
<td>6</td>
<td>+500%</td>
<td>5</td>
<td>-16%</td>
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<tr>
<td>Commercial</td>
<td>9</td>
<td>32</td>
<td>32</td>
<td>0%</td>
<td>16</td>
<td>-50%</td>
<td>9</td>
<td>-44%</td>
<td>22</td>
<td>+144%</td>
</tr>
<tr>
<td>Documentary</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>-33%</td>
<td>6</td>
<td>0%</td>
<td>5</td>
<td>-17%</td>
<td>6</td>
<td>+20%</td>
</tr>
<tr>
<td>Feature Independent</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>+50%</td>
<td>0</td>
<td>-100%</td>
<td>18</td>
<td>+1800%</td>
<td>15</td>
<td>-16%</td>
</tr>
<tr>
<td>Industrial</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>+100%</td>
<td>0</td>
<td>0%</td>
<td>3</td>
<td>+300%</td>
<td>0</td>
<td>-100</td>
</tr>
<tr>
<td>Music Video</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0%</td>
<td>0</td>
<td>-100%</td>
<td>0</td>
<td>0%</td>
<td>2</td>
<td>+100</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>5</td>
<td>14</td>
<td>+180%</td>
<td>19</td>
<td>36%</td>
<td>5</td>
<td>-74%</td>
<td>12</td>
<td>+140%</td>
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<tr>
<td>Still Photo Shoot</td>
<td>25</td>
<td>27</td>
<td>15</td>
<td>-44%</td>
<td>25</td>
<td>67%</td>
<td>23</td>
<td>-8%</td>
<td>17</td>
<td>-26%</td>
</tr>
<tr>
<td>Student</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0%</td>
<td>0</td>
<td>-100%</td>
<td>2</td>
<td>+200%</td>
<td>4</td>
<td>+100%</td>
</tr>
<tr>
<td>TV Movie (MOW)</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>+100%</td>
<td>0</td>
<td>-100%</td>
<td>2</td>
<td>+200%</td>
<td>1</td>
<td>-50%</td>
</tr>
<tr>
<td>TV Reality</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>-100%</td>
<td>3</td>
<td>+300%</td>
<td>4</td>
<td>+33%</td>
<td>3</td>
<td>-25%</td>
</tr>
<tr>
<td>TV Special</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>0%</td>
<td>6</td>
<td>+50%</td>
<td>6</td>
<td>0%</td>
<td>6</td>
<td>0%</td>
</tr>
<tr>
<td>TV Weekly</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>1</td>
<td>+100%</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>60</td>
<td>80</td>
<td>81</td>
<td>+1.25%</td>
<td>76</td>
<td>-6.17%</td>
<td>84</td>
<td>+11%</td>
<td>94</td>
<td>12%</td>
</tr>
</tbody>
</table>
ECONOMIC IMPACT SUMMARY

STATE PARKS AS FILM LOCATIONS
In 2016, 29 permits and 44 film days were reported for State Parks.

State Parks in Sonoma County
Annadel State Park
Sonoma Coast State Park
Sugarloaf Ridge State Park
Jack London State Historic Park
Salt Point State Park
Sonoma State Historic Park
Armstrong Redwoods State Reserve
Spring Lake Park
Robert Louis Stevenson State Park
Fort Ross State Historic Park

2016 FILMING ON PRIVATE PROPERTY
13 Reasons Why
Climate Challenge 2 at CALPINE
DIRT, Dog Lover, and RIDE, ESX Productions film in Petaluma on private property
Guy Fieri with Diners, Drive-Ins and Dives
Guy Fieri with Grocery Games
History Channel’s American Pickers
New Galaxy Films – Ghost of a Chance
Paradise
Small Cooking Show by Indigo Films
Sonoma Land Trust
Telenovela filmed in Sonoma
Thank you, Life (Japanese TV Program)
The Pool Production (Japanese children’s program)
The Remnants
Tree House Masters
You Can’t Say No
2016 HIGHLIGHTS

KEEPING US ON THE MAP!

California Incentives

Governor Brown on September 18, 2014, signed Assembly Bill 1839, The California Film & Television Job Retention and Promotion Act. This is the incentive program to increase filming in California.

Key changes include:

1. Increases tax credit program funding from $100 million to $330 million per fiscal year
2. Expands eligibility to big-budget feature films, 1-hr TV series and TV pilots
3. Eliminates budget caps for studio and independent films
4. Eliminates existing tax credit lottery
5. Includes penalty provisions for projects that overstate job creation
6. Provides for multiple allocation periods throughout the year.
7. Adds a 5% “Uplift” for productions that film outside the 30-Mile Zone, as well as for visual effects and music scoring/recording performed in-state

More information will be forthcoming as the California Film Commission is in the process of developing regulations, program guidelines and other procedures to administer the newly expanded film and TV tax credit program.

http://www.film.ca.gov/Incentives.htm
2016 HIGHLIGHTS

2016 CAMERAS WERE ROLLING!
The following pages are some snapshots of 2016 film activity for Sonoma County.

13 REASONS WHY

Synopsis: Clay Jensen returns home from school to find a mysterious box with his name on it lying on his porch. Inside he discovers cassette tapes recorded by Hannah Baker—his classmate and crush—who committed suicide two weeks earlier. (www.thirteenreasonswhy.com)

DIRT
Ali Afshar, ESX Productions once again films several movies this year in the Sonoma County area, generally the Petaluma area.

AMERICAN WRESTLER: THE WIZARD
ESX Productions
Starring William Fichtner, Jon Voight, Lia Marie Johnson. This movie was shot in Petaluma and Tomales.

Synopsis: In 1980, a teenage boy escapes the unrest in Iran only to face more hostility in America, due to the hostage crisis. Determined to fit in, he joins the school’s floundering wrestling team. (www.imdb.com)
2016 HIGHLIGHTS

GHOST OF A CHANCE
Filmed in Santa Rosa and office scenes at the Economic Development Board. Galaxy Films. (Movie still in post production.)

JACK LONDON - AN AMERICAN ADVENTURE
Documentary of the life of Jack London. Filmed on the Glen Ellen properties. A production came to Sonoma County to film at the Jack London properties for this movie. This movie was created to celebrate the 100th Anniversary of London's death.
(www.facebook.com provides some videos about the documentary and the enthusiasm France has for Jack London. https://www.facebook.com/jacklondonlefilm/?fref=nf)

RIDE
ESX Productions-Starring Ludacris Bridges, Bryan Craig, Sasha Alexander, Ali Afshar, and John Buultjens.
Synopsis: Movie is about a true story of John Buultjens that addresses racial injustice. (Facebook) Looking to possibly be released in 2017. (KTVU News)

THE DOG LOVER
ESX Productions Starring James Remar, Lea Thompson, Allison Paige and Jayson Bliar
Released in theaters on July 8, 2016.
Synopsis: A rising star at the United Animal Protection Agency (UAPA) conducts animal rescues and lobbies for better animal welfare laws.
2016 HIGHLIGHTS

YOU CAN’T SAY NO
Written by Hus Miller, Starring Marguerite Moreau, Peter Fonda, and Hamish Linklater
Synopsis: Just days from signing divorce papers, Hank and Alexandra give their relationship one final shot by playing a game with only one rule: no matter what they ask each other to do, they can’t say no. (www.imdb.com)

AMOR EL VINO (ALONG CAME LOVE)
A Mexican telenovela produced by Jose Alberto Castro; starring Gabriel Soto, Cynthia Klitbo, and Kimberly Dos Ramos. The novella premiered on October 25, 2016 in Sonoma County through Univision.
(Wikipedia.com) Synopsis: David owns a vineyard, he has two children. The whole novella involves love, hate, and jealousy. The employees play huge parts and they are all involved. (www.imdb.com)

2016 RELEASED FILMS
The Dog Lover
Released July 8, 2016
Burn Country AKA The Fixer
Released December 3, 2016 at the Rio Theater
Running Wild (filmed in 2015)
To be released February 10, 2017 in select theaters and on demand.
2016 LOOKING AHEAD

CREATIVE SONOMA

Launched in 2014, Creative Sonoma brings together and supports the creative community and the creative industries in the County. As a significant, and highly visible, segment of the creative economy, film production, its coordination and its promotion dovetail with Creative Sonoma objectives. We will bring these two initiatives closer together as we move into the next year.

FILM FESTIVALS

Year-round our communities enjoy films in Sonoma County!

• Israeli Film Festival 2016
• Sebastopol Documentary Film Festival March 23-26, 2017
• Sonoma International Film Festival March 29-April 2, 2017
• Cuban Film Festival (Sebastopol)
• Wine Country Film Festival April 29 & 30, 2016
• Sonoma County Jewish Film Festival October-December 2016
• Petaluma International Film Festival October 2016
• Alexander Valley Film Festival October 2016

SONOMA COUNTY MOVIE LOCATIONS TOUR

For those who love surfing the net, consider hopping aboard the Sonoma County Movie Locations Tour Itinerary before you take off. This site offers the opportunity to travel through Sonoma County to view the locations of films from the past. It provides nostalgic information to locals and visitors alike, and encourages the discovery of the film industry in Sonoma County. http://www.sonomacounty.com/articles/sonoma-county-movie-locations-tour-itinerary

ACKNOWLEDGMENTS

A special thanks to all of the locally based businesses, location and production companies, and residents that helped make this last year so successful!

Also, thank you to Sonoma County Film Office Liaison, Colette Thomas, for tracking, recording and reporting film activity in Sonoma County.