



# SONOMA COUNTY ANNUAL FILM REPORT

INDUSTRY REPORT

2016







# EXECUTIVE SUMMARY

March 2017

## OVERVIEW

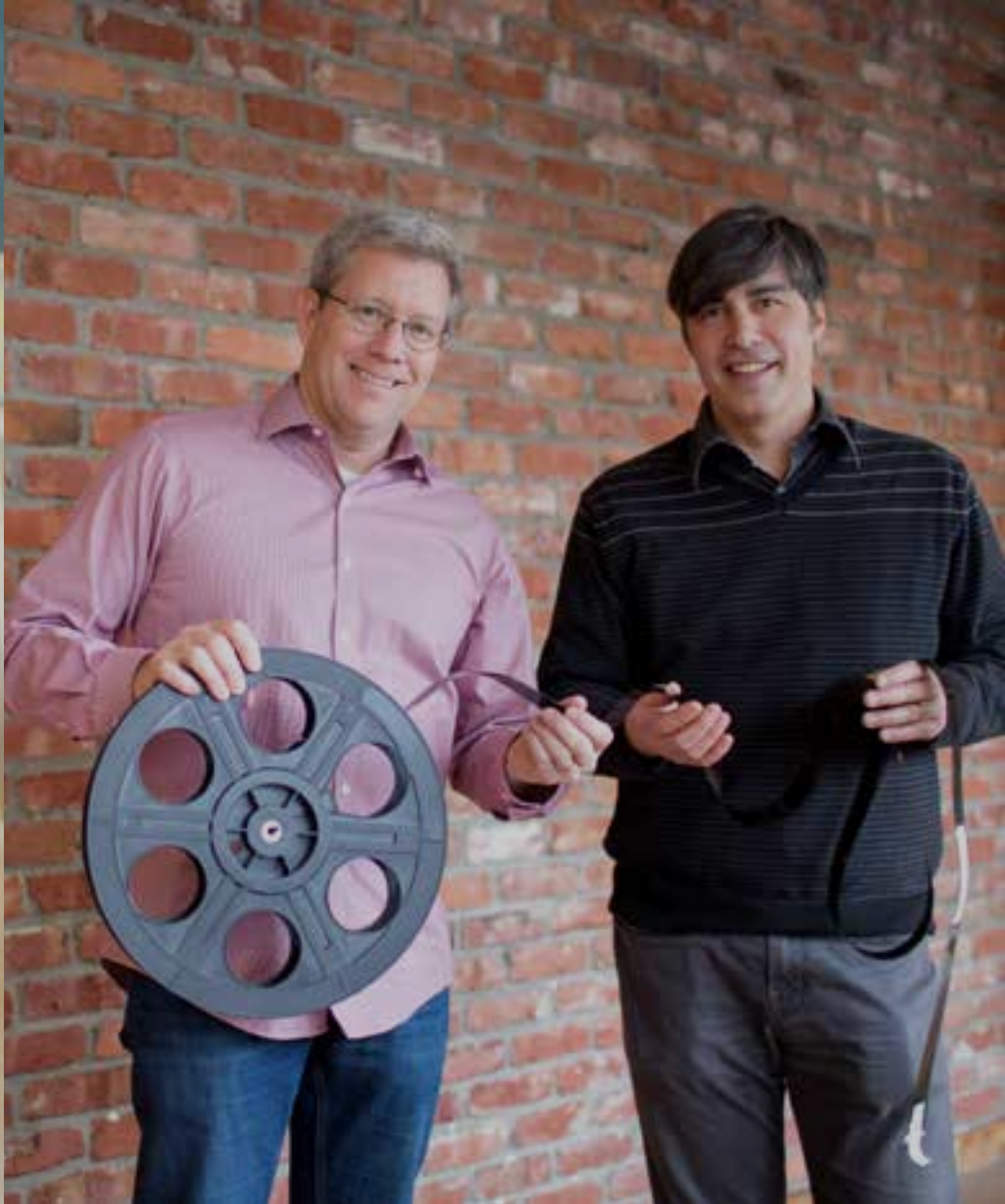
2016 was another excellent year for filming in Sonoma County with a record increase of 5.9% in economic impact!

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

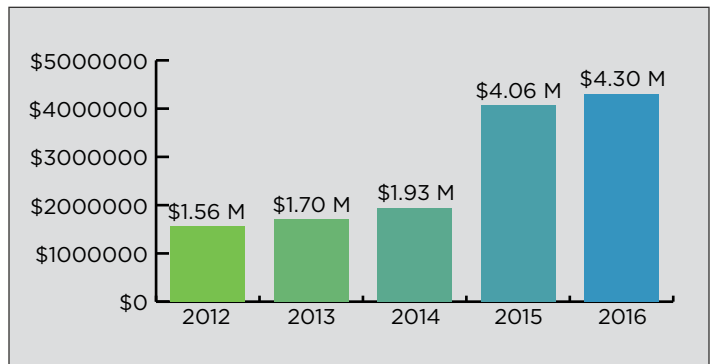
The generated economic impact figures come from a methodology report completed by the Association of Film Commissioners International (AFCI).

## Generated Revenue Per Day of Filming

Type of Filming	Revenue Per Day
Commercial	\$25,000
Documentary	\$15,000
Feature	\$30,000
Independent	\$30,000
Industrial	\$15,000
Music Video	\$30,000
Still Photo	\$15,000
Student	\$0 to \$1
TV Reality	\$15,000
TV Special	\$35,000
Other*	\$7,500-\$15,000

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

## Sonoma County Estimated Yearly Revenue



Year	Revenue	Year-over-Year Increase
2012	\$1,557,501	21.0%
2013	\$1,700,003	9.15%
2014	\$1,932,500	13.68%
2015	\$4,062,500	110%
2016	\$4,302,500	5.90%

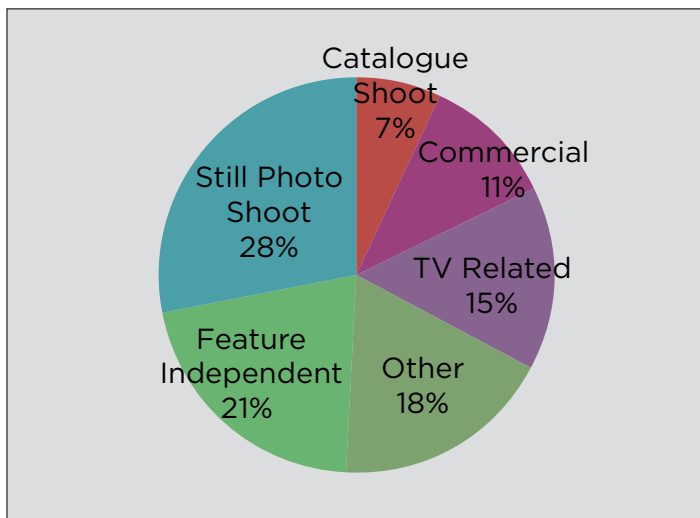


# ECONOMIC IMPACT SUMMARY

## 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.

	2016	2015
<b>Permits</b>	94	84
<b>Days Filmed</b>	173	186



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

# ECONOMIC IMPACT SUMMARY

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## 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

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## 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

Television series based on the novel *Thirteen Reasons Why*. Much of the filming occurred in Sebastopol. Starring Dylan Minnette, Kate Walsh, Brian d'Arcy James and Derek Luke. (Wikipedia)

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](http://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](http://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/jacklondonfilm/?fref=nf>)



## RIDE

ESX Productions-Starring Ludacris Bridges, Bryan Craig, Sasha Alexander, Ali Afshar, and John Bultjens.

Synopsis: Movie is about a true story of John Bultjens 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.







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