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PG. 2
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6-8. ECONOMIC IMPACT SUMMARY
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13. 2018 PARTNERS

Photo Credit: Jof Hanwright / scout 911.com
EXECUTIVE SUMMARY

OVERVIEW
2017 was another excellent year for filming in Sonoma County with a 33% increase in film projects and another record increase of 6% in economic impact.

Housed in the Sonoma County Economic Development Board, the success of the Sonoma County Film Office is largely due to its strong partnerships with the city and county permit agencies, the California Film Commission (CFC), and the Film Liaisons in California Statewide (FLICS).

The strength of the services provided by this office is grounded in the Film Office’s connection with Sonoma County Tourism, the county’s Visitor Center network, and members of the public who list with our Locations site making their private residences and commercial property available for productions.

In addition, Sonoma County has an expanding network of service providers for film crews interested in filming in Sonoma County. Services include production assistants, special effects, voice talent etc. The Film Office has developed a partnership with Sonoma County’s Creative Sonoma enabling easy access to the creative film community. Production crews bringing their films to Sonoma County are more likely to receive tax incentives from the California Film Commission if they leverage services in the region in which they plan to film. As this network of service providers expands, the county is positioned for continued positive growth in this industry.

FILM OFFICE HISTORY
In 1974 the Sonoma County Board of Supervisors created a Film Office within the Sonoma County Economic Development Board. The Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies, 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.
In 2017, Sonoma County reached $4,810,000 in filming impact dollars for the year 2017, a 6.00% increase over 2016.

These continued increases are likely attributable, at least in part, to the State of California incentive opportunities made available to productions choosing to film in areas outside of the Los Angeles zone. These incentive opportunities have benefitted filming throughout the state, as well as Sonoma County specifically.

In addition, the partnerships that continue to develop between the Film Office and other regional partner agencies has led to greater support for film companies exploring the area. Partnerships include the film permit offices for the nine cities, regional and state parks, as well as the County’s Fire & Emergency Services. In addition, partnerships with the California Film Commission (CFC), the Film Liaisons in California Statewide (FLICS), Sonoma County Tourism, Creative Sonoma, and Sonoma County Visitor Centers bolster the Sonoma County Film Office’s ability to identify ideal locations and provide service and support to projects from out of the area.

METHODOLOGY REVIEW

Each permit recorded by the Film Office 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 2017 there were approximately 131 permits issued with 183 days of filming. Permits recorded by our office filmed on public land amounted to $4,810,000 in economic impact.

REVENUE

To maintain continuity for economic reporting, the Sonoma County Film Office continues to adopt the generated economic impact figures from a methodology report completed by the Association of Film Commissioners International (AFCI).

---

**Generated Revenue Per Day of Filming**

<table>
<thead>
<tr>
<th>Type of Filming</th>
<th>Revenue Per Day</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>$25,000</td>
</tr>
<tr>
<td>Documentary</td>
<td>$15,000</td>
</tr>
<tr>
<td>Feature</td>
<td>$30,000</td>
</tr>
<tr>
<td>Independent</td>
<td>$30,000</td>
</tr>
<tr>
<td>Industrial</td>
<td>$15,000</td>
</tr>
<tr>
<td>Music Video</td>
<td>$30,000</td>
</tr>
<tr>
<td>Still Photo</td>
<td>$15,000</td>
</tr>
<tr>
<td>Student</td>
<td>$0 to $1</td>
</tr>
<tr>
<td>TV Reality</td>
<td>$15,000</td>
</tr>
<tr>
<td>TV Special</td>
<td>$35,000</td>
</tr>
<tr>
<td>Other*</td>
<td>$7,500-$15,000</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>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>
<tr>
<td>2017</td>
<td>$4,810,000</td>
<td>6.00%</td>
</tr>
</tbody>
</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 2012-2017. 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></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits</td>
<td>131</td>
<td>94</td>
</tr>
<tr>
<td>Days Filmed</td>
<td>183</td>
<td>173</td>
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</table>

FILMING IN STATE PARKS
In 2017, the number of permits issued for filming in State Parks located in Sonoma County increased by 72%.

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Permits</td>
<td>50</td>
<td>29</td>
</tr>
<tr>
<td>Days Filmed</td>
<td>70</td>
<td>44</td>
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TYPES OF PERMITS

<table>
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<tr>
<th>Type of Permit</th>
<th>2012</th>
<th>2013</th>
<th>% Change</th>
<th>2014</th>
<th>2015</th>
<th>% Change</th>
<th>2016</th>
<th>2017</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>1</td>
<td>6</td>
<td>500%</td>
<td>5</td>
<td>24</td>
<td>380%</td>
</tr>
<tr>
<td>Commercial</td>
<td>32</td>
<td>32</td>
<td>0%</td>
<td>16</td>
<td>9</td>
<td>-44%</td>
<td>22</td>
<td>18</td>
<td>-18%</td>
</tr>
<tr>
<td>Documentary</td>
<td>9</td>
<td>6</td>
<td>-33%</td>
<td>6</td>
<td>5</td>
<td>-17%</td>
<td>6</td>
<td>20</td>
<td>-67%</td>
</tr>
<tr>
<td>Feature Independent</td>
<td>2</td>
<td>3</td>
<td>50%</td>
<td>0</td>
<td>18</td>
<td>1800%</td>
<td>15</td>
<td>62</td>
<td>313%</td>
</tr>
<tr>
<td>Industrial</td>
<td>0</td>
<td>1</td>
<td>-100%</td>
<td>0</td>
<td>3</td>
<td>300%</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Music Video</td>
<td>0</td>
<td>2</td>
<td>200%</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>2</td>
<td>200%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>14</td>
<td>180%</td>
<td>19</td>
<td>36</td>
<td>74%</td>
<td>12</td>
<td>140%</td>
<td>3%</td>
</tr>
<tr>
<td>Still Photo Shoot</td>
<td>27</td>
<td>15</td>
<td>-44%</td>
<td>25</td>
<td>67</td>
<td>1%</td>
<td>23</td>
<td>17</td>
<td>-26%</td>
</tr>
<tr>
<td>Student</td>
<td>0</td>
<td>3</td>
<td>300%</td>
<td>0</td>
<td>2</td>
<td>200%</td>
<td>4</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>TV Movie (MOW)</td>
<td>0</td>
<td>1</td>
<td>100%</td>
<td>0</td>
<td>2</td>
<td>200%</td>
<td>1</td>
<td>50%</td>
<td>8%</td>
</tr>
<tr>
<td>TV Reality</td>
<td>1</td>
<td>0</td>
<td>-100%</td>
<td>3</td>
<td>4</td>
<td>33%</td>
<td>3</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td>TV Special</td>
<td>4</td>
<td>4</td>
<td>0%</td>
<td>6</td>
<td>6</td>
<td>0%</td>
<td>6</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>TV Weekly</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>
<td>8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>80</td>
<td>81</td>
<td>1%</td>
<td>76</td>
<td>84</td>
<td>11%</td>
<td>94</td>
<td>12%</td>
<td>39%</td>
</tr>
</tbody>
</table>
## ECONOMIC IMPACT SUMMARY

### STATE PARKS AS FILM LOCATIONS

**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
- Robert Louis Stevenson State Park
- Fort Ross State Historic Park

### 2017 FILMING
- 13 Reasons Why
- Beautiful Boy
- What Lies West
- Diners, Drive-Ins & Dives
- Jay Leno's Garage, Season 4
- L.L. Bean Men's & Women's Photo Shoot
- House Hunters International
- Bohemian Grove, The Secret Hideaway
- Subaru Commercial
- VW Atlas Commercial

### ECONOMIC IMPACT

Analy High School ended up receiving almost $124,000 for allowing the Paramount film company to return for a second season of “13 Reasons Why”. The school was used for a total of 13 days. One of those days was meant to be October 9, but was cancelled due to the Sonoma County firestorm that began the evening of October 8th.

Paramount ended up donating all of the food that had been assembled for production to support all those who congregated at the informal emergency station.

Jennie Bruneman, facilities director for the West Sonoma County Union High School District estimated about 350 cast and crew members on filming days. “They were in our community, they were filling up the hotels and eating in our restaurants,” she said.

Paramount paid a flat rental fee, made improvements to the facilities amounting to $30k, and made a donation to the Associated Student Body.

-Bleys Rose, Sonoma West Times, January 22, 2018
2017 HIGHLIGHTS

CALIFORNIA INCENTIVES

The California Film Commission (CFC) administers the state’s expanded Film & Television Tax Credit Program enacted in 2015 and referred to as Program 2.0. The program encourages productions to utilize locations throughout California. A Netflix series filmed in locations throughout the North Bay, *13 Reasons Why* reported total local spending of $3,370,000 in Sonoma County along during filming in FY 2015-16 and 2016-17.

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

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

“Data show that when productions film on location outside the Los Angeles area, they typically spend $50,000 - $100,000 per day in the local region. This spending benefits many small businesses, including grocers, hardware stores, gas stations, hotels, and other retail businesses as well as local hires for services such as catering and construction work. In addition, such spending impacts local governments directly with payments made to local police and fire departments, as well as revenue from local permit fees.”

*California Film Commission*
*Film & TV Tax Credit Program Progress Report*
*September 2017*

*Photo Credit: Jef Hanwright / scout 911.com*
2017 HIGHLIGHTS

2017 CAMERAS WERE ROLLING!
The following is a snapshot of 2017 film activity for Sonoma County.

13 REASONS WHY- SEASON 2
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)

BEAUTIFUL BOY
Directed by Felix Van Groeningen from a screenplay by Van Groeningen and Luke Davies. The film is scheduled for release on October 12, 2018 by Amazon Studios
Starring Steve Carell, Timothee Chalamet, Maura Tierney, Amy Ryan, Kaitlyn Dever, Andre Royo and Timothy Hutton.
Synopsis: The film chronicles meth addiction and recovery through the eyes of a father (Steve Carell) who watches his son Nic (Timothee Chalamet) as he struggles with the addiction. (Wikipedia)

WHAT LIES WEST
Written & Directed by Jessica Ellis and Sean Carroll.
Starring Nicolette Ellis and Chloe Moore
Synopsis: We are all living in turmoil, and girls are still growing up. But summer is coming, and with it all the opportunity, freedom, possibility, and magic that still has the power to transform you by September to a person you didn’t know you could be in June. This is the story of two girls, one supposedly all grown up, who decide it is time for a real adventure.
(http://www.whatlieswest.com)
2017 HIGHLIGHTS

While filming *Beautiful Boy*, Bodega’s beloved McCaughey Bros store was cinematically revived. Colleen Falconer who had the opportunity to costume-up and work as an extra said that actor Chalamet told her Bodega was “the nicest town he ever worked in.”

*Chris Smith*
*Press Democrat*

“What Lies West absolutely loved being able to come to Sonoma County to film. With the help of the film office, we were able to track down the proper contacts for every location we needed, from regional parks to the Sonoma County Fair. Our whole cast and crew felt lucky to be shooting in such a beautiful environment, and we know the inimitable character of this region will add whole new levels of depth and loveliness to our finished film.”

*Jessica Ellis, Film Maker*
*What Lies West*
2018 PARTNERS

PARTNERSHIPS

FILM PERMIT OFFICES IN SONOMA COUNTY www.sonomaedb.org/current-projects/film-office

The Sonoma County Film Office hosted the first of its kind multi-jurisdictional film permit office meeting in September 2017. A testament to the film-friendly nature of the county, representatives from nearly all of the partner film permit offices throughout the county attended this meeting held at the Economic Development Board offices in Santa Rosa, CA. The group discussed best practices, the growing interest in filming by drone, and how best to support production crews filming in multiple jurisdictions within the county.

Film Permit Offices that partner with the Sonoma County Film Office are located in the following cities: Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. The County has permit offices for Regional Parks, county buildings, county roads, Fire & Emergency Services, and the Charles M. Schulz - Sonoma County Airport. In addition, the Film Office works with the Santa Rosa Junior College District, the Army Corps of Engineers for filming at Lake Sonoma, as well as the California Film Commission for State Parks located in the county.

CALIFORNIA FILM COMMISSION (CFC) http://film.ca.gov

The California Film Commission was created in 1984 to enhance California’s position as the premier location for motion picture production. The CFC supports film, television, and commercial production of all sizes and budgets by providing one-stop support services including location and troubleshooting assistance, permits for filming at state-owned facilities, and access to resources including an extensive digital location library. The CFC also administers the state’s Film & Television Tax Credit Program and serves as the primary liaison between the production community and all levels of government (including local, state, and federal jurisdictions) to eliminate barriers to filming in-state.

The CFC encourages a production-friendly environment to retain/grow production jobs and economic activity statewide and recognizes Sonoma County’s dedication to these objectives. It works in conjunction with more than 50 local film offices/commissions (Regional Film Partners) across California to resolve film-related issues and handle specific filming requests. (http://www.film.ca.gov)

As a Regional Film Partner, the Sonoma County Film Office is able to make available a robust locations directory encompassing state and regional parks as well as private residences and businesses. In addition, the CFC advocates for the region and when appropriate, directs inquiries directly to the Sonoma County Film Office.
2018 PARTNERS

PARTNERSHIPS (Continued)

CREATIVE SONOMA www.creativesonoma.org/film-office

Launched in 2014, Creative Sonoma brings together and supports the creative community and the creative industries in Sonoma County. As a significant and highly visible segment of the creative economy, film production, its coordination, and its promotion dovetail with Creative Sonoma objectives. The co-location of Creative Sonoma and the Sonoma County Film Office in the Sonoma County Economic Development Board’s offices supports a synergistic partnership.

Creative Sonoma has partnered with the Sonoma County Film Office to house a directory of experienced production individuals and organization/enterprises that support film production in Sonoma County.

FILM LIAISONS IN CALIFORNIA STATEWIDE (FLICS) www.filmcalifornia.com

Film Liaisons in California Statewide (FLICS) is a statewide professional association of Film Commissions and Offices dedicated to promoting film throughout California and assisting productions with locations, permits, resources, and local knowledge - all at no charge.

The Sonoma County Film Office is proud to be an active member of FLICS. Quarterly meetings lead to strengthened partnerships between local film offices. The Marin County Film Office will be partnering with Sonoma County to participate in the California Locations Tour 2018 in which a regional video spotlight and digital look-book will be crafted for release in Fall 2018.

SONOMA COUNTY TOURISM www.sonomacounty.com

Sonoma County Tourism supports a film-friendly county through its updated listing of film festivals and its recommended two-day “Movie Locations Tour”. This tour takes you to locations in Petaluma, Healdsburg, Geyserville, the Redwood Coast, Santa Rosa, Sebastopol, Bodega Bay, and Sonoma. Check out the movie locations map available on the Sonoma County Film Office website to see films captured in Cloverdale, Windsor and others!

In addition, SCT has partnered with a National Sales Manager in Southern California to support production crews interested in filming in Sonoma County. Support services include hotel packages and incentives for both visitors interested in a film-focused tour, as well as production crews filming in the county. In 2018, this partnership will continue to develop and cultivate Sonoma County as a film-friendly destination.

ACKNOWLEDGMENTS

A special thanks to all of the film permit offices throughout Sonoma County, the locally based businesses and production companies, and residents that helped make this last year so successful.

Appreciation to all who reached out following the October 2017 fires to offer support. The Film Office is able to report that no film locations were lost to the fires.

Also, thank you to Sonoma County Film Liaison, Katie Parrish, for tracking, recording and reporting film activity in Sonoma County.
<table>
<thead>
<tr>
<th>Festival</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Israeli Film Festival 2017</td>
<td>March 6-27, 2018</td>
<td>Sebastopol</td>
</tr>
<tr>
<td>Hitchcock Film Festival</td>
<td>March 17, 2018</td>
<td>Bodega Bay</td>
</tr>
<tr>
<td>Sonoma International Film Festival</td>
<td>March 21-25, 2018</td>
<td>Sonoma</td>
</tr>
<tr>
<td>Sebastopol Documentary Film Festival</td>
<td>March 22-25, 2018</td>
<td>Sebastopol</td>
</tr>
<tr>
<td>Film Fest Petaluma</td>
<td>May 8, 2018</td>
<td>Petaluma</td>
</tr>
<tr>
<td>Sonoma County Jewish Film Festival</td>
<td>Oct. 9, 17, 24, 30 &amp; Nov. 13, 27, 2018</td>
<td>Sebastopol</td>
</tr>
<tr>
<td>Alexander Valley Film Festival</td>
<td>October 2018</td>
<td>Cloverdale &amp; Healdsburg</td>
</tr>
<tr>
<td>Outwatch Film Festival</td>
<td>November 2018</td>
<td>Sonoma County</td>
</tr>
<tr>
<td>Wine Country Film Festival</td>
<td>On Hold</td>
<td>Sonoma Valley</td>
</tr>
</tbody>
</table>

**FESTIVALS CELEBRATING FILM IN SONOMA COUNTY**

**SONOMAEDB.ORG**

707 - 565 - 7170

141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401