

2019 SONOMA COUNTY FILM SECTOR ECONOMIC REPORT

The film sector in Sonoma County generates revenue, jobs, and an expanded awareness for the area.

The Sonoma County Economic Development Board produced a film sector economic report to measure the **specific economic impact** that the industry has on our regional economy. This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials, from both local groups and those coming from outside of the county. The multiplier **effect of videos and films being shot and produced in Sonoma County generates about \$134 million total** in direct, indirect, and induced outputs.



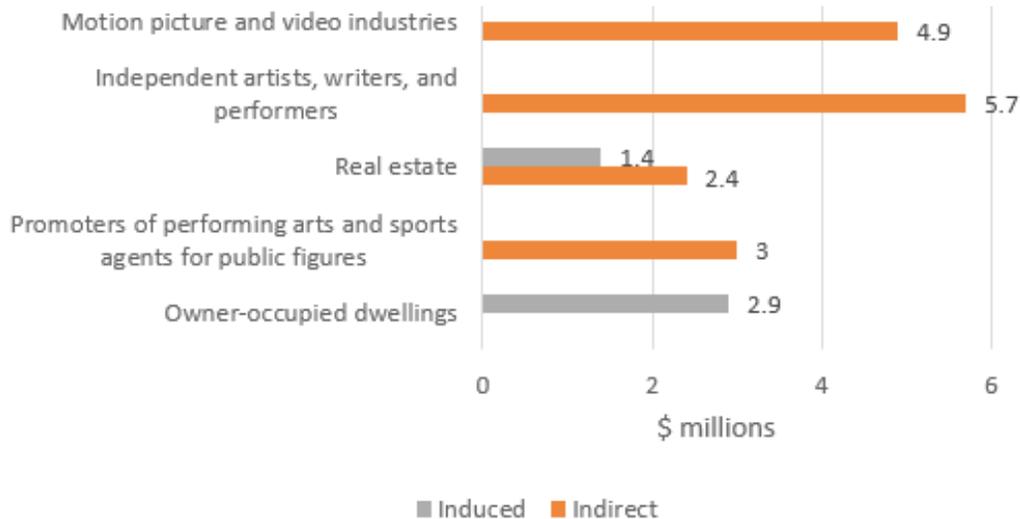
TOP 5 EMPLOYMENT INDUSTRIES



The film sector in Sonoma County employs from these top five industries. The top directly employed industry are the Motion Picture and Video Industries. Occupations in this category include producers, directors, camera operators, ushers, and ticket takers.

TOP 5 OUTPUT INDUSTRIES

Top Induced and Indirect Economic Output Industries from Sonoma County Film (millions)



These are the top five industries with the greatest economic output as an indirect or induced effect from the film sector. The indirect and induced numbers are a result of the Motion Picture and Video Industries' \$83.3 million direct value impact into Sonoma County's economy.

FILMING IN SONOMA COUNTY



From July 2019 to December 2019, **29 permits** were issued, 13 of which had a production budget range of \$100,000 to \$500,000.



From July 2019 to December 2019, **47 days of shooting** for production was done in Sonoma County.



Companies that have filmed in Sonoma County include: **Dell Inc., Qantas Airlines, General Motors, Motor Trend, Lexus, Nissan, Gordon Ramsay, Jay Leno, Guy Fieri, Golden State Warriors**, and many more.



Film projects in Sonoma County in 2019 ranged from TV and web commercials, TV shows, documentaries, short films, and music videos.



Beyond monetary value, the film industry brings **invaluable awareness** of Sonoma County's beautiful scenery and community, and **attracts businesses and residents** to the county.

SONOMA COUNTY FILM IN THE NEWS



Read the full list of ["30 Movies You May Have Not Known Were Filmed in Sonoma and Napa County"](#) which includes movies such as Die Hard II, Flubber, Scream, and Basic Instinct.



Take a tour following [this comprehensive itinerary](#) to visit some of the most iconic filming locations in Sonoma County, including scenes from Alfred Hitchcock's "The Birds."

METHODOLOGY AND SOURCES

	Employment*	Labor Income*	Value Added*	Output
Direct*	604.53	\$13.7 million	\$40.0 million	\$83.3 million
Indirect*	366.35	\$13.5 million	\$19.2 million	\$34.2 million
Induced*	110.97	\$5.5 million	\$10.3 million	\$16.5 million
Total	1,081.86	\$32.7 million	\$69.5 million	\$134 million

2019 industry data is provided by IMPLAN, an input-output model.

*Direct output is calculated by Value Added (VA)+ Intermediate Expenditures, where VA = Proprietor Income + Employee Compensation + Taxes on Production and Imports + Other Property Income. Intermediate Expenditures are defined as "purchases of non-durable goods and services, and purchased services used for production of other goods and services." (IMPLAN).

*Indirect impacts are generated by business-to-business activity, excluding intermediate expenditures, such as hiring a marketing agent for a production.

*Induced impacts are from employees and suppliers spending their money throughout the economy.

Sources from IMPLAN, JobEQ, and the California Film Commission.

