



# SONOMA COUNTY ANNUAL FILM REPORT

INDUSTRY REPORT

2017



# ECONOMIC DEVELOPMENT BOARD

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### MEDIA LEVEL



SONOMA COUNTY BOARD OF SUPERVISORS



# CONTENTS

- 4. EXECUTIVE SUMMARY
- 6-8. ECONOMIC IMPACT SUMMARY
- 9-12. 2017 HIGHLIGHTS
- 13. 2018 PARTNERS

Photo Credit: Jof Hanwright / scout 911.com

# EXECUTIVE SUMMARY

March 2017

## 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

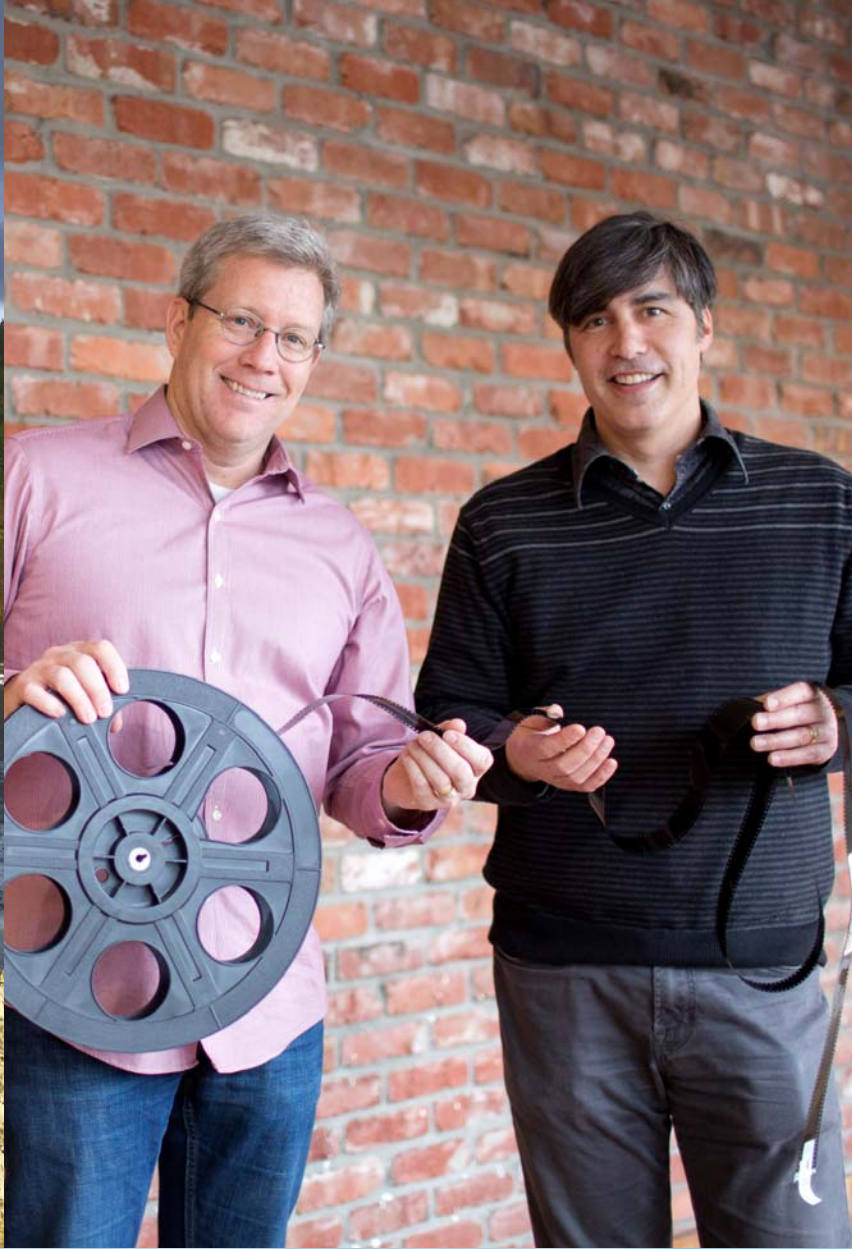
In 1974 the Sonoma County Board of Supervisors created a Film Office within the Sonoma County Economic Development Board. The Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies, and helps create a friendly environment 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.



Photo Credit: Jof Hanwright / scout 911.com



# ECONOMIC IMPACT SUMMARY

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

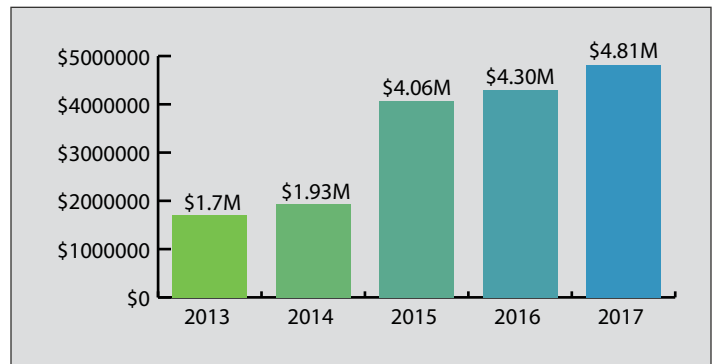
To maintain continuity for economic reporting, the Sonoma County Film Office continues to adopt the generated economic impact figures from a methodology report completed by the Association of Film Commissioners International (AFCI).

## Generated Revenue Per Day of Filming

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



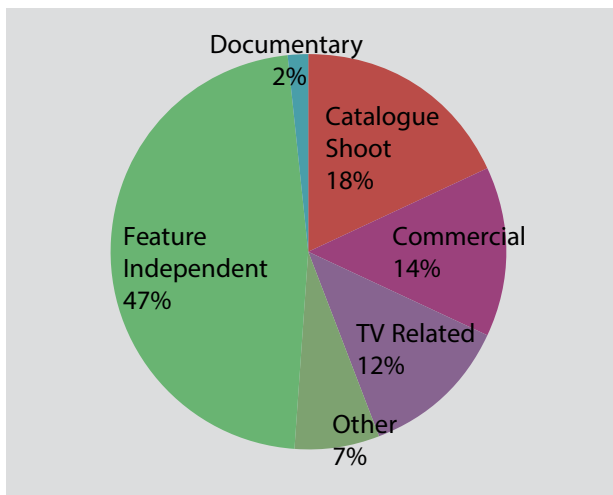
Year	Revenue	Year-over-Year Increase
2013	\$1,700,003	9.15%
2014	\$1,932,500	13.68%
2015	\$4,062,500	110%
2016	\$4,302,500	5.90%
2017	\$4,810,000	6.00%

# 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.

	2017	2016
<b>Permits</b>	131	94
<b>Days Filmed</b>	183	173



## FILMING IN STATE PARKS

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

	2017	2016
<b>Permits</b>	50	29
<b>Days Filmed</b>	70	44

## TYPES OF PERMITS

Type of Permit	2012	2013	% Change	2014	% Change	2015	% Change	2016	% Change	2017	% Change
Catalogue Shoot	0	0	0%	1	100%	6	500%	5	-17%	24	380%
Commercial	32	32	0%	16	-50%	9	-44%	22	144%	18	-18%
Documentary	9	6	-33%	6	0%	5	-17%	6	20%	2	-67%
Feature Independent	2	3	50%	0	-300%	18	1800%	15	-17%	62	313%
Industrial	0	1	-100%	0	-100%	3	300%	0	-100%	0	0%
Music Video	0	2	200%	0	-200%	0	0%	2	200%	0	-100%
Other	5	14	180%	19	36%	5	-74%	12	140%	3	-75%
Still Photo Shoot	27	15	-44%	25	67%	23	-8%	17	-26%	6	-65%
Student	0	3	300%	0	-100%	2	200%	4	100%	0	-100%
TV Movie (MOW)	0	1	100%	0	-100%	2	200%	1	-50%	8	700%
TV Reality	1	0	-100%	3	300%	4	33%	3	-25%	0	-100%
TV Special	4	4	0%	6	50%	6	0%	6	0%	0	-100%
TV Weekly	0	0	0%	0	0%	1	100%	1	0%	8	700%
<b>TOTAL</b>	<b>80</b>	<b>81</b>	<b>1%</b>	<b>76</b>	<b>-6%</b>	<b>84</b>	<b>11%</b>	<b>94</b>	<b>12%</b>	<b>131</b>	<b>39%</b>

# 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



Photo Credit: Jof Hanwright / scout 911.com



# 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: Jof 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*

Television series based on the novel *Thirteen Reasons Why*. Much of the filming occurred in Sebastopol at Analy High School.

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))

### *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>)

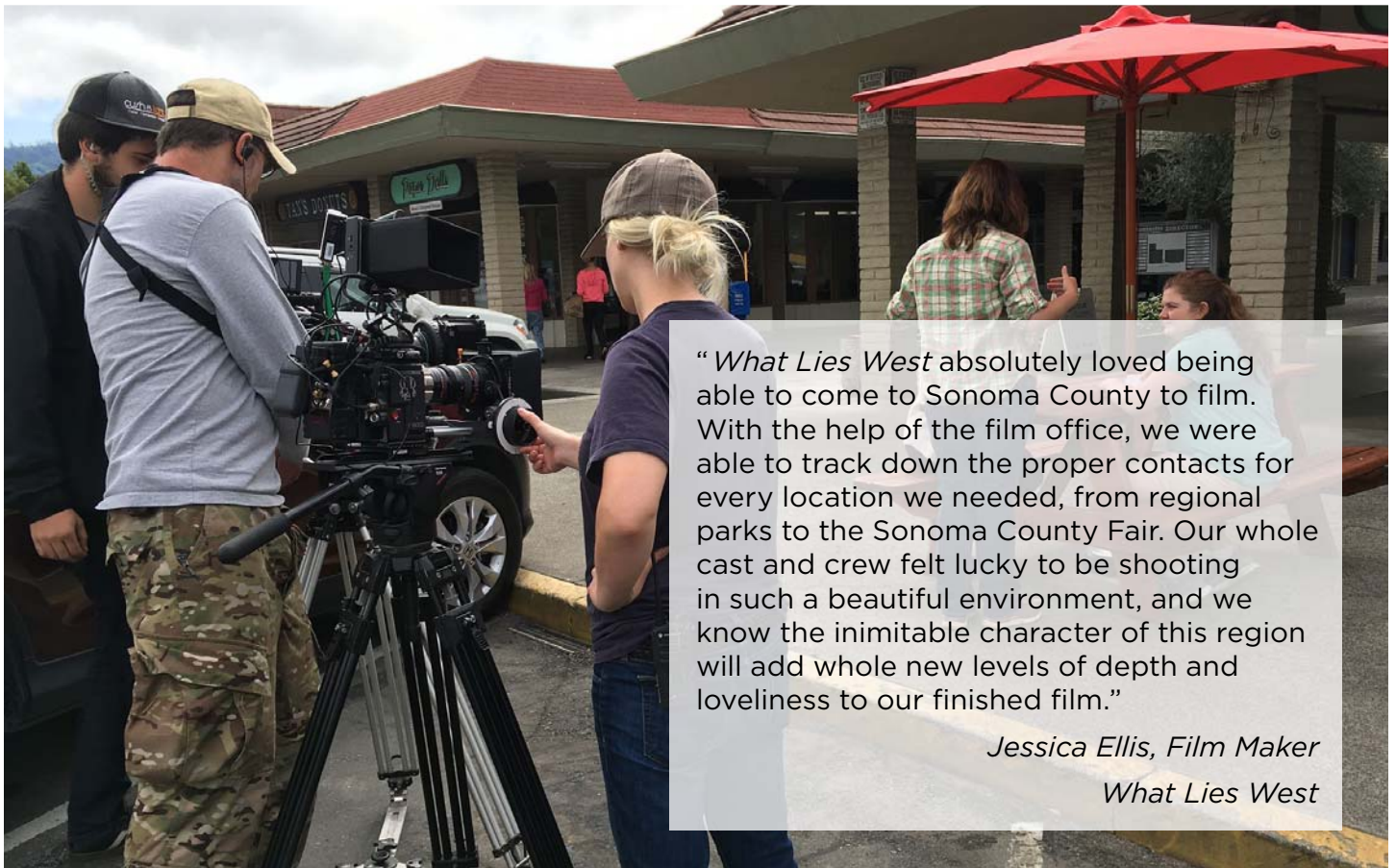


# 2017 HIGHLIGHTS



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](http://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](http://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](http://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](http://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.

## FESTIVALS CELEBRATING FILM IN SONOMA COUNTY

Israeli Film Festival 2017	March 6-27, 2018	Sebastopol
Hitchcock Film Festival	March 17, 2018	Bodega Bay
Sonoma International Film Festival	March 21-25, 2018	Sonoma
Sebastopol Documentary Film Festival	March 22-25, 2018	Sebastopol
Film Fest Petaluma	May 8 ,2018	Petaluma
Sonoma County Jewish Film Festival	Oct. 9, 17, 24, 30 & Nov. 13, 27, 2018	Sebastopol
Alexander Valley Film Festival	October 2018	Cloverdale & Healdsburg
Outwatch Film Festival	November 2018	Sonoma County
Wine Country Film Festival	On Hold	Sonoma Valley



[SONOMAEDB.ORG](http://SONOMAEDB.ORG)

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