

Organization Name	Humboldt-Del Norte Film Commission
Director/CEO-First	Cassandra
Director/CEO-Last	Hesseltine
Contact Person Name and Title-First	Cassandra
Contact Person Name and Title-Last	Hesseltine
Contact Phone	707-502-0018
Contact Email	commissioner@hdnfc.org
Contact Address-Street Address	502 E St.
Contact Address-City	Eureka
Contact Address-State	CA
Contact Address-Postal / Zip Code	95501
Contact Address-Country	United States
Total current year organizational budget (\$)-Dollars	\$ 180,571.00
# FTE Employees	2
Summarize the organization's mission (in the space provided)	We plan to hold a Familiarity (FAM) Tour which includes flying up to 9 industry professionals (i.e. studio execs and location managers) to our area for a 3 day weekend. By exposing industry professionals to our resources first-hand, we make a stronger impact rather than by just showing them pictures of our locations. While we represent two counties, this tour will focus solely on locations within Humboldt. The real benefactor of the FAM Tour is the county as a whole. There is an economic boost when productions film in an area. It is necessary to foster this, as it’s a huge return on investment compared to the amount of resources exhausted by the film productions. For instance, when Disney’s A Wrinkle In Time filmed in winter, they spent \$498,000 for five days of filming. After the multiplier (\$2.95; figure provided by the California Film Commission), it was nearly a \$1.5 million economic boost. This took place during our tourism off-season, providing a boost outside of normal spending on restaurants and hotels. Holding a FAM Tour is a necessary part of marketing for any region. Just like a manufacturer wouldn't stop all forms of marketing after selling ten widgets, neither should a region stop promoting and educating the thousands of industry professionals worldwide about what we have to offer. This is especially true since there can be a high turn over rate within the film industry.
Program / Project Title	FAM Tour 2021
250 Word Maximum	We plan to hold a Familiarity (FAM) Tour which includes flying up to 9 industry professionals (i.e. studio execs and location managers) to our area for a 3 day weekend. By exposing industry professionals to our resources first-hand, we make a stronger impact rather than by just showing them pictures of our locations. While we represent two counties, this tour will focus solely on locations within Humboldt. The real benefactor of the FAM Tour is the county as a whole. There is an economic boost when productions film in an area. It is necessary to foster this, as it’s a huge return on investment compared to the amount of resources exhausted by the film productions. For instance, when Disney’s A Wrinkle In Time filmed in winter, they spent \$498,000 for five days of filming. After the multiplier (\$2.95; figure provided by the California Film Commission), it was nearly a \$1.5 million economic boost. This took place during our tourism off-season, providing a boost outside of normal spending on restaurants and hotels. Holding a FAM Tour is a necessary part of marketing for any region. Just like a manufacturer wouldn't stop all forms of marketing after selling ten widgets, neither should a region stop promoting and educating the thousands of industry professionals worldwide about what we have to offer. This is especially true since there can be a high turn over rate within the film industry.
Requested Amount (\$)-	\$ 21,421.00
Total Project Cost (\$)-	\$ 43,705.00
Grant Timeline - From:	04/15/2021

To	04/15/2022
Total Match Amount (\$)-	\$ 22,284.00
Match as % of of Total Project Budget	0.5
Cash Match Amount (\$)-	\$ 18,580.00
Cash Match as % of of Total Project Budget	0.42
In-Kind Cash Match Amount (\$)-	\$ 3,704.00
In-Kind Match as % of of Total Project Budget	0.08
Number of new FTE jobs created, if funded:	1
Number of FTE jobs retained, if funded (jobs that would otherwise be eliminated)	1
Number of permanent, long term, private sector jobs to be created:	1
	<p>To leave the three requested numbers regarding jobs blank, we answered 1 per category. Here is the actual answer:Productions often hire anywhere from 1 to over 500 locals for their projects depending on need. Those are temporary full-time jobs. With approximately 25 productions a year filming in the region, that could mean a possibility of 25 to 12,500 full-time temporary jobs. With an increase of productions from 25 to more a year, which is the goal of having a FAM Tour, the number of full-time temporary jobs will increase with the number of increased productions.Due to the pandemic, a lot of our vendors (for example, hotels and caterers) have been hit hard financially. These full-time positions are straining to stay afloat and working. With an increase of filming in the area, these type of positions will be more likely guaranteed to be retained as we begin to exit the pandemic and recover financially. The more productions that we host in the area, the more permanent, long term, private sector jobs will be created and retained. For instance, the bulk of filming used to be only in Hollywood. Due to Film Tax Incentives and Rebates, productions started to film elsewhere. In Georgia, the more filming they were able to attract, the more they were able to create permanent, long term, private sector jobs. It went from being a part of the country with little filming and few temporary jobs to permanent, long term, private sector jobs due to the increase of filming that required consistent hiring of individuals and vendors by productions. They hit a saturation point where they no longer brought most of their crew and vendors from outside the area and utilized existing, as well as created the need for new permanent positions, instead of temporary jobs during a production shoot only.</p>
Please provide a brief explanation of how job creation/retention numbers were calculated	
Type of project-Planning	No
Type of project-Implementation	Yes
Geographic focus of project	County Of Humboldt
If you receive less funding than you have requested will you still be able to move forwards with the project?	Yes
*Which Industry is your project working with (check all that apply):	
Diversified Health Care	No
Specialty Food, Flowers and Beverages	No
Building and Systems Construction	No
Investment Support Services	No
Management and Innovation Services	No
Niche Manufacturing	No
Tourism	Yes
Forest Products	No
Arts and Culture	Yes
Alternative Agriculture	No

Strategy being employed to promote economic development (check off all that apply):	
Supporting development of pre-permitted commercial space	No
Reducing regulatory bottlenecks for business retention or creation	No
Supporting economic development infrastructure	Yes
Developing new strategies for economic development	No
Providing access to external markets or plugs the economic leaks	No
Retaining and growing existing businesses	Yes
Providing workforce training	No
Increasing the number of new businesses	Yes
Leveraging future funding or projects	No
Reducing poverty by helping people to develop business skills	Yes
Other (describe):	No
Desription of "Other" Strategies	
Are Any of the Following Required, and if so are they already in place?	
Building Permits	
Market Review	
Legal Review	
Regulatory Approval	
Consultants hired	
Staff hired	Yes

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Explanation of Narrative Questions:

“As our community looks toward initiatives which will support its post COVID economic recovery it is important that we consider industries which will attract investment into our community quickly and whose activities will not be subject to the rigors and delays of local permitting and planning processes. Film activity meets this model, and the continued promotion and development of Humboldt’s Film industry has already been discussed at the County Leadership and Elected Official level as being an integral part of our future economic strategy.”

– Scott Adair, Director of Economic Development, County of Humboldt

1. The need is simple: as an already depressed economy, and now affected by the pandemic, Humboldt County is in need of economic stimulus. The Film Commission plans on contributing to improving the economy by holding a FAM (Familiarity) tour to increase filming in our region, thereby increasing the local economic impact from film productions.

To do this, film professionals need be educated on our region’s locations, accommodations, vendors, and local cast/crew. Being one of the farthest counties in California from Hollywood geographically and a somewhat difficult area to reach from the rest of the globe, the trip cost is prohibitive. Location inquires and scouts of the area for projects are largely dictated by scripts, concepts, and of the film world’s knowledge of our region’s offerings. If an industry professional is not aware of the diverse types of locations we offer, we might not be considered for projects. If film professionals are left to tour the area unattended, we run the chance that they will not be educated properly on our region. In hosting a FAM tour of Humboldt, we are eliminating these hurdles. By designing our tour to highlight specific features (i.e., easy access locations or film friendly caterers) the film industry professionals are being exposed to our best assets.

During our first eight years as an official non-profit, we averaged 25 productions annually. These include everything from print ads, reality TV, and car commercials to indie and major studio films. Fiscal year 18-19, our numbers dropped to 19 productions and, for the first time, filming’s economic impact dropped under \$300,000 for the year (\$254,107). We believe this was due to location teams not being aware of all we have to offer. The film industry moves at a fast, quick-changing pace and is worldwide now due to tax incentive programs and easy travel. This lends itself to huge turnover and many uneducated professionals. Fiscal year 19-20 fared no better with 16 productions and a measly \$65,390 direct dollars spent (partially due to a stop filming in March of 2020). Of 16 productions, none were of huge caliber. Pre-pandemic, we decided (as part of our marketing plan) to hold another FAM Tour (last one being 2014) to help educate new or uneducated location professionals about our region to help boost our numbers, with the goal of surpassing our historical yearly average. The pandemic impacted our ability to hold a tour and has made the need even stronger. There will be a big turnover of film professionals with many retiring, forced to change careers, and even some passing away due to Covid-19.

The film industry has reinvented itself during the pandemic. Due to travel restrictions and new industry standards, content is hard to create. Meaning, there will be an explosion of filming once restrictions ease. In 2001, the attacks of 9/11 made flying undesirable for

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productions. There was a huge increase in filming in California for several months. In a meeting regarding the future of filming in California post-pandemic, Beverly Lewis (the Film Commissioner of Placer-Lake Tahoe Film Office for twenty-two years) was quoted as saying, *“I had a large increase for up to three months immediately following since productions wanted to stay close to home and not fly.”* Once the pandemic is under control and we get back to a new normal, we will see a flood of filming in California before productions, studios, and clients feel comfortable traveling to other states, countries, and continents again on a regular basis.

Our future vision is that when the world opens up again, we will educate industry professionals on what we have to offer productions, increasing the amount of filming, resulting in a greater economic impact for our region.

As the local liaison responsible for assisting productions in the region, we are in contact with two types of audiences (businesses). The first being the location professionals in need of locations (and resources for filming). Due to our office’s high visibility in the past few years (i.e. the Film Commissioner being immediate past president of Film Liaisons In California Statewide after serving 3.5 years and our office being nominated as Outstanding Film Commission Internationally by the Location Managers Guild International for their annual awards in 2019), location professionals from around the world have shared that they would love to tour and learn about the vast opportunities in Humboldt County. The second type are local vendors (i.e., hotels, catering, etc.) hired by the productions. They stay in communication with us regarding recent hires from productions; are willing to accommodate additional business from filming.

There are two risks/challenges regarding a FAM tour in Humboldt. The first risk is that location professionals are often not aware of their schedules until last minute. During the planning of the last FAM tour, we had several attendees excuse themselves to take on film projects. We maintained a wait list and were able to invite replacements. If we had to buy plane tickets in advance, we would have had change reservations. We solved this issue for by hiring a private plane. This allowed us to turn in the list of attendees the night before, enabling last minute changes. The private plane cost is in line with last minute tickets/changing reservation fees. It also guarantees all attendees are on the same flight. The second risk is being at the mercy of scheduled flights. Hiring a private jet allows us more flexibility in scheduling. For instance, during the last FAM tour, we were able to notify the crew that we were running late, and the plane was held for us with no issue.

2. Measurable objectives of the project would be based on two categories: 1) Retaining and growing existing businesses and 2) Increasing the number of new businesses through supporting entrepreneurship and innovation.

By increasing filming activity, we help retain and grow existing businesses. Specific sectors are the hotel industry, food industry (caterers, restaurants, grocery stores), and local cast/crew. Many other businesses also benefit from filming. For instance, *After Earth* contracted many businesses during filming including Humboldt Limousine, Don’s Rent All, Suddenlink, Action Rentals, B & B Portables, Wendt Construction, Eel River Disposal, Recology, Younger Construction, United Rentals, and Eureka’s Enterprise Rent-a-Car. Red

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Lion Eureka (which employs Humboldt residents) benefited from \$140,000 being spent at their establishment. Increasing the number and size of productions will help retain and grow existing businesses.

It's difficult to quantify the outcome of FAM Tours due to us having no way of controlling the need for our locations in current productions. However, the tours are a long-term investment. Professionals' knowledge of our region will allow them to think of us when the right project dictates a need for our locations (location needs drive film shoots to travel outside of the Hollywood zone while staying in California). The increased awareness of our offerings due to many different facets (FAM tours, articles, attending tradeshow, etc.) will lead to more filming in our region. For instance, the location professionals who attended the last FAM Tour have all kept in contact with our office. Robin Citrin (best known for managing *Blade Runner 2049*, *Walk the Line*, and *Taken 3*) brought Harrison Ford's *The Call of the Wild* to the region six years after our first FAM Tour. Jill Naumann has submitted us for several projects and was recently featured in a film location magazine with a photo of Ferndale. Several others have reached out over the years to submit us for projects or to recommend us to other location managers.

A soft indication of success would be a temporary increase of shoots, leading to temporary work. A hard indication of success would be businesses expanding over time due to a consistent increase in filming. For example, Cassaro's Catering, who often caters film productions, would benefit from a temporary increase of film shoots. However, if the increase were consistent then the business could expand to offer craft services (craft services is the on-set snack table that is specific to film shoots).

Increasing the number of new businesses through supporting entrepreneurship and innovation would be a long-term goal. As the frequency of shoots picks up, new businesses would become necessary to meet production's needs. If there was a consistent amount of filming in Humboldt, not only could Cassaro's Catering add craft service, but a new business could sprout up out of the need for such a service on a regular basis.

Other new businesses could be a camera house (for renting camera equipment), a prop house (for renting props for the art department), and a lighting and grip house (for renting other filming equipment). These new businesses would make equipment more accessible to film shoots, which have to rent these types of items out of the area. These types of businesses occur in areas where filming is common (i.e. Sacramento, San Francisco, and LA). This is a horse before the cart issue. We need an increase of filming to justify these businesses and yet these businesses are necessary to help increase filming in the region.

3. The Film Commission would achieve our objective by tailoring the tour to include stellar locations, film friendly vendors, and hardworking crew that exemplify the best of Humboldt; involving the community to help make the tour a huge success in the eyes of the industry professionals. We would measure progress towards our objectives by tracking any leads and new jobs from the FAM Tour as well as tracking our yearly average of productions for the region. In addition, we would track local businesses and individuals film hires and track the numbers to see if there is an increase in temporary hires as well as long term jobs.

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4. Our office held a FAM Tour in 2014. Prior to holding that tour, we inquired with the California Film Commission and consulted one-on-one with the Deputy Director (who had attended FAM Tours while working for Dreamworks Pictures) about how to give a productive FAM Tour and the expectations of industry professionals. The Film Commissioner also attended a workshop, given by a location manager, on good FAM Tour practices. Afterward, we created a tour showcasing all that Humboldt has to offer. Using this model and adapting for the current times, we have created a current plan of action.

5. There will be jobs directly created from the project that are short term, temporary production related jobs. More importantly, as filming increases after the FAM tour, there will be jobs and sources of revenue created. The needs for resources will also increase, leading to more jobs. Possible jobs and sources of revenue regarding film activity: local crew (\$100-\$350/day), hotel/catering staff (\$10-\$15/hr), and private locations rented for filming (\$100-\$9000/day). The possibilities are endless.

Increased filming also has the indirect effect of local hiring of companies that have worked on film projects. For instance, Cassaro's Catering has worked on numerous film shoots with local crew. After doing so, a crew member recommended Cassaro's Catering to a local for their catering needs. Working on film shoots made Cassaro's a desirable commodity.

Many times, film tourism dollars can outweigh the actual spending of a production. When discussing film driven tourism, which is affected by special feature articles, each privately owned company would experience its own specific increase based on the uniqueness of its product. It would affect hotels, restaurants and other tourist-focused businesses.

6. The Film Commission believes in the need for good environmental stewardship. When aware of a film production shooting or wanting to shoot in sensitive locations (i.e., filming in old growth redwoods or our rocky coastline), we always hold the film shoot to the location's environmental guidelines to preserve those resources to the best of our ability. Specifically, when filming in a state park, productions are to remain on a path. If they go off path with approval, they are required to lay down plywood so as to not trample the undergrowth. We are assured by the rangers and environmental scientists that the sorrel will bounce back and the area will remain intact. Another example of preserving our environment is no activity in the canopy of the old growth redwoods where endangered birds nest from February 1 to September 30. This means no helicopters above the canopy, no drones in the grove, no lights or other activity that would disturb the nesting season.

7. This project contributes to the quality of life for residents by providing immediate work (i.e., caterers, hotel accommodations, etc.). In the long term, as production increases due to FAM tour participants bringing projects here, word of mouth, or articles on and pictures of the area shared by participants after tour, more jobs will be created for underserved populations. For example, most productions (specifically feature films) are requesting diverse options for cast and crew. In addition, it's providing a form of art and experience locally for economically challenged individuals who can't afford to pursue their dream of working in film by moving to LA. We had several individuals experience this on the recent

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film, *The Sky is Everywhere*. A local Hispanic gentleman that works in the medical field by day and film school at night was able to work on the feature film and gain experience.

The FAM Tour, as well as film productions pay Transient Occupancy Tax when staying at accommodations. This tax is used by the cities and county that collect it for improving existing infrastructure. For instance, *The Sky is Everywhere* spent nearly \$750,000 on accommodations. \$75,000 would have been collected for the TOT.

8. Qualifications of Organization, Staff and Current Project Partners:

Humboldt-Del Norte Film Commission: The Film Commission has been in existence for approximately thirty years in Humboldt. We are recognized by the California Film Commission (State Organization) as the liaison between Humboldt and Del Norte and productions. We are also a member in good standing of Film Liaisons in California Statewide (FLICS). FLICS is responsible for putting on the California on Location Awards.

Cassandra Hesseltine: Film Commissioner for 10 years. Prior to being Film Commissioner, worked as a TV and film producer for independent projects for 10 years. As of 2020, she is now an international Certified Film Commissioner.

Nate Adams: Employed by the Film Commission for the past 4 years as the Marketing Manager and Assistant Operations Manager. Prior to that, he was an intern and project coordinator for 5 years with the Film Commission, as well as worked in locations on film projects.

Humboldt Made: As an association of businesses, Humboldt Made is working to align Humboldt County's quintessential products with tourism efforts.

Melissa Merryman: The Merryman family, long time owners of the Merryman Beachhouse, Moonstone parking lot, and a section of Moonstone beach, are no strangers to filming with Moonstone being a popular film site. They have committed to donating the beach house for the welcome lunch.

Humboldt State University: Frank Whitlatch, Associate Vice President for Marketing & Communications, has committed to sponsoring part of a dinner for the FAM tour.

Red Lion: The hotel has agreed to discount the rooms for the FAM Tour and to host a small wine and cheese reception at the hotel upon arrival.

9. All funds but those to hire a charter plane would stay local. However, according to the charter plane company, out of the \$12,921.85 being used to contract the plane, \$5000 of it will be spent in Humboldt County for airplane refueling and accommodations, food, etc. for the crew. The charter plane service specializes in the film industry and has a plane out of Burbank that will land at ACV. A charter plane would guarantee that there will not be delays or issues when traveling to Humboldt causing the tour to be off schedule, additionally giving us the flexibility of changing our attendee list up until the last minute (as location managers are often offered jobs at the last minute).

10. The Film Commission would acknowledge the Headwaters Fund in all its media regarding the tours and in any and all reporting the Film Commission is required to make. The Film Commission is also open to suggestions that would be appropriate ways to acknowledge the Headwaters Fund.

**FAM Tour 2021
Proposed Budget**

Projected Expense Item	Total Cost	Requested Amount from Headwaters Grant Fund	Amount from Matching Funds	Source of Matching Funds
Charter Plane ***	\$ 12,921.85	\$ 12,921.85	\$ -	
Direct Salary of Film Commissioner (2 mths @ \$5834/mth)	\$ 11,668.00		\$ 11,668.00	Film Commission
Project Coordinator (2 mths @ \$3031/mth)	\$ 6,062.00		\$ 6,062.00	Film Commission
Office Supplies	\$ 200.00		in kind (committed)	Film Commission
Passenger Van	\$ 600.00	\$ 600.00	\$ -	
Gas for Weekend	\$ 500.00	\$ 500.00	\$ -	
HM welcome baskets	\$ 1,100.00	\$ 200.00	in kind (committed)	Humboldt Made Members
Merryman's Beachhouse	\$ 750.00	\$ -	in kind (committed)	Melissa Merryman
Caterer for welcome luncheon	\$ 550.00	\$ 550.00	\$ -	
Accommodations	\$ 3,454.00	\$ 2,200.00	in kind (committed)	Red Lion
Hotel Reception	\$ 400.00	\$ -	in kind (committed)	Red Lion
Friday night dinner - Carter House	\$ 1,200.00	\$ 450.00	\$ 750.00	Humboldt State University
Saturday breakfast - TBD	\$ 400.00	\$ 400.00	\$ -	
Saturday lunch- VI Ferndale	\$ 600.00	\$ 600.00	\$ -	
Saturday dinner -Benbow Inn	\$ 1,400.00	\$ 1,200.00	in kind (committed)	Benbow Inn
Sunday Breakfast- TBD	\$ 400.00	\$ 400.00	\$ -	
Sunday lunch/dinner - Larrupins	\$ 1,400.00	\$ 1,400.00	\$ -	
Snacks for card ride	\$ 100.00		\$ 100.00	Film Commission

Total Project Cost = \$ 43,705.85 \$ 21,421.85

Local Spending Out of (\$17,730 commission salaries, \$5000 local spend for charter plane, and remaining \$8500 in misc funds requested; does not include in kind donations)
Total Budget = \$ 31,230.00

***** \$5000 of the \$12,921.85 will stay in Humboldt County (cost of refueling plane and accomodations, food, etc. for pilots)**

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Redwood Region Entertainment and Education Liaisons, Inc. (R.R.E.E.L., Inc.)
Humboldt-Del Norte Film Commission
Board of Directors Roster

Name & Contact
<i>Emily Davenport, President</i> 1500 Camino Way McKinleyville, CA 95519 Cell phone: (707) 362-1539 e-mail: emily.davenport@ghd.com
<i>Chris Harris, Treasurer</i> 1700 Tasi Lane McKinleyville, CA 95519 Cell phone: (707) 367-2616 e-mail: c-harris1971@att.net
<i>Montel Vander Horck III, Secretary</i> 3486 Edgewood Rd Eureka, CA 95501 Cell phone: (707) 845-8701 e-mail: mvdanderjones@gmail.com
<i>Amanda Nelson, BoD</i> 182 Pacific Lumber Camp Rd Eureka, CA 95503 Cell phone: (707) 601-3736 e-mail: anelson@sequoiacenter.net
<i>Ann Warner, BoD</i> 115 Center Avenue Arcata, CA 95521 Telephone: (707) 822-1126 Cell phone: (707) 273-9327 e-mail: awarnernagy@gmail.com
<i>Steve Watson, BoD</i> 604 C street Eureka, CA 95501 Telephone: (707) 441-4095 Cell phone: (707) 845-8708 e-mail: swat7@msn.com
<i>Suzie Owsley, BoD</i> 3850 H Street Eureka, CA 95503 Cell phone: (707) 496-5400 Email: suziecooks@yahoo.com sowsley@ci.eureka.ca.gov



Redwood Region Economic Development Commission
Prosperity Center 520 E Street, Eureka, California 95501
Phone 707.445.9651 Fax 707.445.9652 www.rredc.com

January 14, 2021

Kenny Spain, Executive Director
Humboldt County Headwaters Fund
520 E Street, Eureka CA 95501

Dear Kenny,

I am writing this letter to express my support for the Humboldt-Del Norte Film Commission's application for a Headwaters Grant to support familiarization tours (FAM Tours) in Humboldt County.

We know from experience that these sorts of tours are very important in introducing location scouts and others to the wide and varied opportunities for filming in Humboldt County. These tours are a relatively modest investment that can reap large rewards later, whether through the numerous commercial shoots or large blockbuster movies that film here. While we are a unique location, we do have to compete with other communities. The in-person FAM tour is a way to get to and remain at "top of mind" for important decisionmakers in production companies large and small.

I also believe that the growing film industry is an important economic contributor to Humboldt County. We know the value of the direct expenditures for these productions. They purchase goods and services from throughout our community. They also support our local air service, particularly our relatively new service to LAX. But they also help market our area to a broad audience when we promote ourselves as a great place to visit to those fans who want to visit the places they see on the screen. For example, many people still love to visit the forest moon on Endor, nearly 40 years after the filming of "The Empire Strikes Back." Filming shares Humboldt with the world in a unique way, unmatched by other efforts to promote our area.

I urge the Board of the Headwaters Fund to support this request.

Sincerely,



Gregg Foster
Executive Director

RREDC
Member
Agencies

Cities Arcata · Blue Lake · Eureka · Ferndale · Fortuna · Rio Dell · Trinidad
Community Services Districts Humboldt · Manila · McKinleyville · Orick · Orleans · Redway · Willow Creek
Humboldt Bay Harbor, Recreation and Conservation District · Humboldt Bay Municipal Water District
County of Humboldt · Hoopa Valley Tribe · Redwoods Community College District

Hotel
445 Lake Benbow Drive
Garberville, CA 95542
Phone (707) 923-2124 Fax (707) 923-2897



Resort & Golf Course
7000 Benbow Drive
Garberville, CA 95542
Phone (707) 923-2777 Fax (707) 923-2821

January 10, 2021

Kenny Spain
Headwaters Funds
520 E Street
Eureka CA 95501

RE: Application for Headwaters Grant to Humboldt-Del Norte Film Commission

Dear Mr. Spain:

It is my understanding that the Humboldt-Del Norte Film Commission has applied for a grant for the purpose of funding a FAM Trip in order to educate the film producers and location managers to our county. This is a classic way of selling Humboldt County to the film industry and is critical for our film commission to be successful. Photos and video can be used to "sell" a product but there is nothing like seeing the product first hand. Our filming resources are incredible and it is imperative that those resources can be "touched" by the film industry.


The film industry impact in Humboldt not only affects the hotel/motel industry but the dollars spend by the production companies roll over 7 to 10 times. Restaurants, construction, extras for the production and much more are positively impacted by film production.

As an Executive Committee Member of the Humboldt Lodging Alliance I can assure the lodging industry as a whole supports all efforts of the Film Commission.

I would encourage you to approve the application for this most important FAM tour.

Thank you.

Kindest Regards,



John E. Porter
Managing Partner

January 10, 2021

Kenny Spain
Headwaters Funds
520 E Street
Eureka CA 95501

Subject: Humboldt- DelNorte Film Commission

Dear Mr. Spain,

I am writing today in support of the grant application being submitted to you by Humboldt- DelNorte Film Commission.

The Humboldt- DelNorte Film Commission brings a positive, enthusiastic and tireless approach promoting the North Coast and linking productions with local vendors.

I have had the pleasure of doing business in our community with many film productions that have come to our area over the past 15 years. I have only to thank our film commissioner and her team for the support they show our local businesses and talent.

Our community is fortunate to have Cassandra and her team at the film commission. We benefit individually and also as a whole, showcasing our incredible community and all it has to offer, including the substantial economic impact that reaches so many vendors in the area. I am confident that with the efforts of their work, I and many others in the community feel a direct link to our bottom line.

They provide a web presence for me and others on their website as a resource for productions.

I have had the most positive experience with Humboldt- DelNorte Film Commission. I support this application and all other efforts in support of our film office and the services they provide.

Thank you for your consideration.

Sincerely,

Christine Wright
Cassaro's Catering
707-845-2255



517 3rd St. Suites 10 & 11
Eureka, CA 95501
707-499-0379

January 12, 2021

Dear Kenny Spain,

It is my pleasure to strongly recommend the Humboldt- Del Norte Film Commission receive grant funding from the County of Humboldt to continue their mission which positively affects our local economy.

I've had the pleasure of working with the Film Commission for six years. During this time I have come to value their organization as an asset to the County. Not only are they consistently marketing our County to the film industry but also actively bringing in significant tax dollars.

Humboldt Made has enjoyed a strong partnership with the commission over the years. We provide gift baskets full of Humboldt Made products that are shared with film crews, directors and stars. This is an incredible opportunity for many of our Humboldt based manufacturers to be in front of high level influencers. The companies we represent greatly appreciate this opportunity and have seen some success in the past with stars sharing the products they enjoy. This type of marketing is priceless to these companies.

If you need more information or specific examples, please do not hesitate to contact me at alanna@humboldtmade.com . This recommendation letter likely only provides a snapshot of their talents and achievements, I would be happy to further elaborate on my time working with them.

Sincerely,

Alanna Powell

Executive Director of Humboldt Made

January 10, 2021

Kenny Spain
Headwaters Fund
520 E Street
Eureka, CA 95501

Re: Film Commission FAM Tour Headwaters Grant Application

Dear Mr. Spain,

I would like to take the time to write on behalf of the Humboldt-Del Norte Film Commission. I am aware that they are applying for a Headwater Fund Grant in order to hold a FAM Tour in the fall of 2020. I am in great favor of this concept and plan on showing my support by donating the Merryman's Beachhouse at Moonstone Beach for a welcome lunch on the day of arrival (a \$750 value).

As the owner of the Merryman's Beachhouse, I have experienced many film shoots either utilizing my parking lot or my section of the beach that I own. I have received financial benefits from productions and know firsthand how beneficial they can be to our economy. Because of this, I am in support of a FAM Tour that would bring LA professionals to our area for possible future productions.

Thank you for any consideration you give to the Humboldt-Del Norte Film Commission receiving this grant.

Sincerely,



Melissa Merryman
Owner of Merryman's Beachhouse

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 02 2013**

REDWOOD REGION ENTERTAINMENT AND
EDUCATION LIAISONS INC
1385 8TH STREET SUITE 106
ARCATA, CA 95521-5772

Employer Identification Number:
80-0621095
DLN:
17053235358033
Contact Person:
SHEILA M ROBINSON ID# 31220
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 6, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

R.R.E.E.L., INC.

DBA Humboldt/Del Norte County Film Commission FY21 BUDGET

	FY20 Budget	FY21 Budget #1
FUNDING		
HUMBOLDT COUNTY	121,342	129,721
DEL NORTE COUNTY	13,500	10,000
FORTUNA CHAMBER OF COMMERCE	4,000	2,850
CITY OF ARCATA	4,553	3,000
CITY OF EUREKA	25,000	25,000
RED CARPET GALA	3,500	0
MOVIES IN THE PARK	4,000	0
HUMBOLDT LODGING ASSOCIATION	60,000	0
DONATIONS/PUBLIC SUPPORT	90	0
<i>USE OF RESERVES</i>		10,000
<i>TOTAL ESTIMATED FUNDING</i>	<i>235,985</i>	<i>180,571</i>

FIXED EXPENSES

PAYROLL EXPENSES		
EXECUTIVE DIRECTOR WAGES	\$70,019	72,120
ED BONUS (2% OF ESTIMATED FUNDING)	\$4,598	0
STAFF WAGES	\$36,383	37,474
STAFF BONUS	\$2,000	0
ADDITIONAL STAFF BONUS	\$2,148	0
FF INCENTIVE PAY (2% OF MITP & RCG GROSS)	\$200	0
PAYROLL TAX EXPENSE	\$11,460	11,460
HEALTH INSURANCE	\$14,150	14,150
WORKMAN'S COMP. INSURANCE	\$1,000	1,000
PAYROLL SUBSCRIPTION	\$600	600
MONTHLY PAYROLL FEES	\$1,000	1,000
<i>TOTAL PAYROLL EXPENSES</i>	<i>143,558</i>	<i>137,804</i>
RENT	\$9,200	9,200
INSURANCE	\$2,500	2,500
TELEPHONE	\$3,000	3,000
<i>TOTAL WAGES & FIXED EXPENSES</i>	<i>\$158,258</i>	<i>152,504</i>

VARIABLE EXPENSES

DUES/SUBSCRIPTIONS	\$5,200	3,000
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TAXES & FEES	\$1,000	1,000
MARKETING	\$15,000	12,017
FUNDING MANAGEMENT	\$300	0
RED CARPET GALA	\$2,500	0
MOVIES IN THE PARK	\$2,000	0
MILEAGE	\$3,500	1,000
TRAVEL/CONVENTIONS	\$14,000	0
OFFICE SUPPLIES, POSTAGE, PRINTING	\$4,250	1,000
HUMBOLDT INTERN'L FILM AWARD	\$250	250
WEB/DOMAIN HOSTING	\$650	650
WEBSITE UPDATE/ENHANCEMENTS	\$500	5,650
SUNDANCE	\$4,500	0
<i>TOTAL VARIABLE</i>	<i>53,650.00</i>	<i>24,567</i>

OTHER EXPENSES

E.D. DISCRETIONARY FUND	\$1,700	0
MINOR EQUIPMENT	\$1,000	500
AUDIT & ASSESSMENT	\$2,000	0
LEADERSHIP PROGRAM - CASSANDRA	\$1,000	0
MAP OF THE MOVIES	\$1,500	2,000
BOARD DEVELOPMENT	\$1,750	0
<i>UNSCHEDULED OPPORTUNITIES</i>	<i>\$4,037</i>	<i>1,000</i>
<i>TOTAL OTHER EXPENSES</i>	<i>\$12,987</i>	<i>3,500</i>

RESERVE/CONTINGENCY *\$10,000*

<i>GRAND TOTAL EXPENSES</i>	<i>\$234,895</i>	<i>180,571</i>
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PROJECTED INCOME (LOSS) FY19	\$1,090	(0)
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*Due to the pandemic, the FC lost approximately \$64,000 of funding for the current fiscal year.

** The FC did budget cuts and used \$10,000 from emergency reserve to make up the difference.

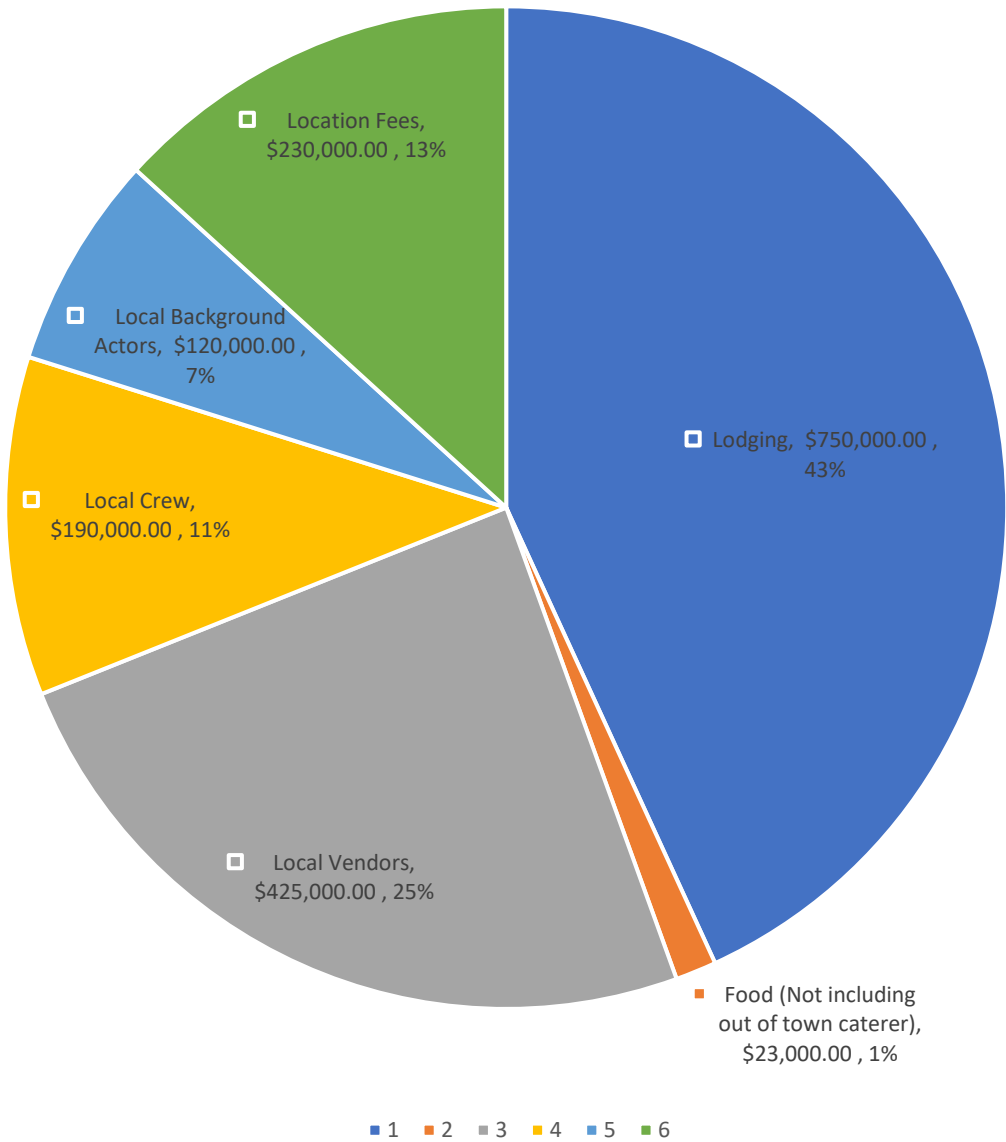
Scope of Work:

April	Refine FAM tour with local location professionals; contact California Film Commission (CFC), Location Guild, and Studios for possible candidates to take tour; narrow date of tour
May	Contact all finalized locations (i.e. Redwood Grove House, Merryman's Beachhouse, and HSU, etc.) and vendors necessary for tour (i.e. food vendors, hotels, van rental, and plane) to confirm participation and update on date of tour; narrow the possible tour participants to a firm 9
Jun-August	Create thumb drive that will be given at end of tour and will have content of photos from tour as well as any other photos of locations not on tour that are film friendly and want to market
September	Finalize all aspects of tour and make final adjustments; create welcome packet to send to participants ahead of tour ; have Humboldt Made create welcome baskets with local products for tour participants arrival; contact all participants to confirm tours
October	Depending on actual date of tour, send out welcome packets to participants. Address any last minute issues.
October	Execute the FAM Tour

FAM TOUR	
Itinerary	
Day 1:	Friday
12pm	Land and load into passenger vans
12:45	Merryman's Beach house for Humboldt Made welcome lunch (Cassaro's Catering)
2:00	Scout Trinidad, Beaches, Arcata, HSU
4:00	Arrive at Red Lion to wine and cheese reception and receive gift baskets from HM in room
5:30	Shuttle to Eureka Old Town & dinner at Carter House's 301 Restaurant in private (Partially sponsored by HSU)
Day 2:	Saturday
8am	Shuttle to Breakfast
8:15am	TBD
9:15am	Eureka Tour
12am	Ferndale: Main Street and Lunch at VI
	Fortuna: Hotels, River Lodge

	Loleta
	Scotia: Town and Inn
3pm	Humboldt Redwood State Park
5pm	Cocktails and Dinner at Benbow Inn
8pm	Drive back to Red Lion
Day 3:	Sunday
8am	Breakfast TBD
9:15am	Trinidad
	Lagoons
	Prairie Creek Redwood State Park
1pm	Dinner at Larrupin Cafe
4pm	Fly home

The Sky Is Everywhere Local Spending = \$2.1 mil,
over 7 weeks in fall of 2020





California's Film & TV Tax Credit Program Welcomes Two More Relocating TV Series

Latest Round of Tax Credits Also Includes Four New Series and 10 Recurring Series

Hollywood, Calif. – December 16, 2019 – California is welcoming two more relocating TV series from other states and will serve as home to four new series thanks to its Film & TV Tax Credit Program 2.0.

The California Film Commission today announced that the Universal Television series "Dream" will relocate to California from Texas, while Horizon Scripted Television's "Special" will relocate here from New Jersey -- both for their second season of production. With the latest round of tax credits, California has lured a total of 18 relocating TV series from other states and nations (see "Relocating TV Series" list below).

"When already successful TV series relocate to California, they bring long-term jobs and significant in-state spending," said California Film Commission Executive Director Colleen Bell. "The decision by so many projects to pack up and move production here affirms that our tax credit program is working and that California can still provide unsurpassed value."

The Film Commission also selected four new TV series to receive tax credits – "The Dropout" (Searchlight TV), "Grease" (Paramount), "Nine Perfect Strangers" (Endeavor Content) and "Untitled Showtime Lakers Project" (HBO). In addition, the latest round of credits includes 10 recurring TV series already in Program 2.0 and picked up for another season of in-state production (see "Program Year 5 – Allocation #4" list below).

"Adam [McKay] and I are thrilled to be able to participate in the California Film Commission tax credit program for our HBO series about the Los Angeles Lakers," said Kevin Messick, producer of Untitled Showtime Lakers Project. "We couldn't imagine filming this show anywhere else and we're happy that HBO has the additional support from the state to help ensure this show stays local."

A total of \$152 million in tax credits is reserved for the 16 relocating, new and recurring projects. They are on track to generate an estimated \$782 million in qualified spending, which is defined as below-the-line wages to California workers and payments to in-state vendors. Overall in-state spending by these projects will be significantly greater with the inclusion of above-the-line payments and other expenditures that do not qualify for tax credits under Program 2.0. The 16 projects will employ an estimated 2,900 cast members, 3,500 crew and 62,000 extras/stand-ins (the latter measured in "man days") over a combined 1,450 in-state shoot days for the season.

Applications for the latest round of TV tax credits were accepted November 4 - 8, 2019. To date, a total of 142 television projects, including new TV series, recurring, relocating TV series, pilots, MOWs and

miniseries have been accepted into Program 2.0 since it was launched in July 2015.

The list of Program 2.0 projects that are actively in production and eligible for tax credits is subject to change, as projects may withdraw and their reservation of tax credits is reassigned or rolled over into the pool of funds for the next TV allocation period.

The next application period for TV project tax credits (the final for Program 2.0 as Program 3.0 launches next year) is scheduled for February 3 - 7, 2020. The next application period for feature film projects (also the final for Program 2.0) is scheduled for March 9 – 13, 2020.

How Projects are Selected and Awarded Tax Credits under Program 2.0

Projects approved for California tax credits are selected based on their jobs ratio score, which ranks each project by wages to below-the-line workers, qualified spending for vendors, equipment, etc., and other criteria. The top 200% ranked projects in each round (i.e., those that would qualify if double the amount of funding was available for the current allocation round) are evaluated, and those with the highest-ranked jobs ratios receive tax credits. Those not selected are placed on the waiting list. The program allocates funding in “buckets” for different production categories, including non-independent films, independent films, TV projects and relocating TV series. This allocation system enables applicants to compete for credits directly against comparable projects. As has been the case since the state launched its first-generation tax credit program in 2009, the California Film Commission awards tax credits only after each selected project: 1) completes post-production, 2) verifies that in-state jobs were created, and 3) provides all required documentation, including audited cost reports.

About California’s Film and Television Tax Credit Program 2.0

In 2014, the legislature passed a bill that more than tripled the size of California’s film and television production incentive, from \$100 million to \$330 million annually. Aimed at retaining and attracting production jobs and economic activity across the state, the California Film and TV Tax Credit Program 2.0 also extends eligibility to include a range of project types (big-budget feature films, TV pilots and 1-hr. TV series for any distribution outlet) that were excluded from the state’s first-generation tax credit program.

Other key changes include replacing the prior lottery system with a “jobs ratio” ranking system that selects projects based on wages paid to below-the-line workers, qualified spending (for vendors, equipment, etc.) and other criteria. Program 2.0 also offers an additional five percent tax credit for non-independent projects that shoot outside the Los Angeles 30-mile zone or have qualified expenditures for visual effects or music scoring/track recording. The five-year Program went into effect on July 1, 2015 and is currently in its fifth and final fiscal year (2019/20).

More information about California’s Film and Television Tax Credit Program 2.0, including application procedures, eligibility and guidelines, is at <http://www.film.ca.gov/tax-credit/>.

About the California Film Commission

The California Film Commission enhances California's status as the leader in motion picture, television and commercial production. It supports productions of all sizes/budgets and focuses on activities that

stimulate and preserve production jobs, spending and tax revenues in California. Services include administration of the state's Film & Television Tax Credit Program, permits for filming at state-owned properties, an extensive digital location library, location assistance and a range of other production-related resources and assistance. More information is available at <http://www.film.ca.gov>.

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Contact: Erik Deutsch, ExcelPR Group (for the California Film Commission)
(323) 851-2455 direct / (310) 597-9245 cell / erikd@excelpr.com

California Film & TV Tax Credit Program 2.0

Program Year 5 - Allocation # 4 Conditionally Approved Projects

	Production Title	Company Name	Production Type
1	American Crime Story 4: Impeachment	Pacific 2.1 Entertainment Group, Inc.	Recurring TV Series
2	Dream 2	Universal Television, LLC	Relocating TV Series
3	Dropout 1	Searchlight Television, LLC	New TV Series
4	Euphoria 2	Cooler Waters Productions, LLC	Recurring TV Series
5	Good Girls 3.5	Universal Television, LLC	Recurring TV Series
6	Good Trouble 3	Hop Skip & Jump Productions, Inc.	Recurring TV Series
7	Grease 1	Paramount Pictures Corporation	New TV Series
8	Lucifer 5.5	WB Studio Enterprises Inc	Recurring TV Series
9	Mayans MC 3	Pacific 2.1 Entertainment Group, Inc.	Recurring TV Series
10	Nine Perfect Strangers 1	Endeavor Content	New TV Series
11	Special 2	Horizon Scripted Television Inc.	Relocating TV Series
12	Star Trek Picard 2	CBS Studios Inc.	Recurring TV Series
13	The Rookie 2.5	Touchstone Television Productions, LLC	Recurring TV Series
14	Untitled Showtime Lakers Project 1	Cooler Waters Productions, LLC	New TV Series
15	Why Women Kill 2	CBS Studios Inc.	Recurring TV Series
16	You 3	Horizon Scripted Television Inc.	Recurring TV Series

Notes: The number following each project title indicates the season for which tax credits are reserved; ".5" refers to additional episodes ordered for the season. Credit allocation will be issued to recurring TV series once a pick-up order for additional episodes or new seasons are submitted to the CA Film Commission.

-more-

Program 2.0 - Relocating Television Series

Title	Previous Location	Seasons in CA
American Crime ABC	Texas	1
American Horror Story	Louisiana	5
Ballers	Florida	3
Dream	Texas	1
Good Girls	Georgia	2
Legion	Vancouver	2
Lucifer	Vancouver	3
Penny Dreadful	Dublin	1
Mistresses	Vancouver	1
Scream Queens	Louisiana	1
Secrets and Lies	North Carolina	1
Sneaky Pete	New York	1
Special	New Jersey	1
Timeless	Vancouver	2
The Affair	New York	2
The OA	New York	1
Veep	Maryland	3
You	New York	2

-more-

California Film and TV Tax Credit Program 2.0
Ongoing TV Series – Various Stages of Production

Production Title	Production Type	Company Name
13 Reasons Why	Recurring TV	Paramount Television
Affair, The*	Recurring TV	Showtime
American Crime Story	Recurring TV	Twentieth Century Fox Film Corporation
American Horror Story*	Recurring TV	Twentieth Century Fox Film Corporation
American Princess	Recurring TV	A+E Studios
Animal Kingdom	Recurring TV	Horizon Scripted Television, Inc
Dream	Relocating TV	Universal Television LLC
Dropout	New TV	Searchlight Television, LLC
Euphoria	Recurring TV	HBO
Star Trek Picard	Recurring TV	HBO
Good Girls*	Recurring TV	Universal Television, LLC
Good Trouble	Recurring TV	Disney ABC Cable Group
Grease	New TV	Paramount Pictures Corporation
Legion*	Recurring TV	Minim Productions, LLC
Lucifer*	Recurring TV	WB Studio Enterprises
Mayans MC	Recurring TV	Fox21 Television Studios
Nine Perfect Strangers	New TV	Endeavor Content
Orville, The	Recurring TV	Twentieth Century Fox Television
Penny Dreadful: City of Angels*	Recurring TV	Showtime
Rebel	Recurring TV	BET Productions II, Inc.
Rookie, The	Recurring TV	ABC Studios
S.W.A.T.	Recurring TV	CBS Studios, Inc.
Sneaky Pete*	Recurring TV	Amazon Studios, LLC
Snowfall	Recurring TV	Twentieth Century Fox Film Corporation
Special	Relocating TV	Horizon Scripted Television, Inc.
Star Trek Picard	Recurring TV	CBS Studios, Inc.
Strange Angel	Recurring TV	CBS Studios, Inc.
This is Us	Recurring TV	Twentieth Century Fox Film Corporation
Untitled Showtime Lakers Project	New TV	HBO
Veep*	Recurring TV	Second in Command Productions, LLC
Westworld	Recurring TV	HBO
Why Women Kill	Recurring TV	CBS Studios, Inc.
You*	Recurring TV	Horizon Scripted Television

NOTES

- The above list will likely be revised as applicants may withdraw from the program.
- The number following each project title indicates the season for which tax credits are reserved; ".5" refers to additional episodes ordered for the season.
- Credit allocation will be issued to recurring TV series once a pick-up order for additional episodes or new seasons are submitted to the CA Film Commission.
- "Recurring Series" is defined as a TV Series or Relocating TV Series (in its second or subsequent season in California) that has received a previous allocation of tax credits.
- "Relocating TV Series" is a TV Series that filmed its most recent season outside California.
- *TV Projects that were initially accepted as a Relocating TV Series.



The Economic Contribution of the Motion Picture & Television Industry to the United States

The American Motion Picture and Television Industry: *Creating Jobs, Trading Around the World*

The production and distribution of motion pictures and television programs is one of the nation's most valuable cultural and economic resources.

The industry is a major private sector employer, supporting 2.1 million jobs, and \$139 billion in total wages in 2016:

- Direct industry jobs generated \$53 billion in wages, and an average salary 42% higher than the national average:
 - There were nearly 342,000 jobs in the core business of producing, marketing, manufacturing, and distributing motion pictures and television shows. These are high quality jobs, with an average salary of \$90,000, 68% higher than the average salary nationwide.
 - Additionally, there were over 354,000 jobs in related businesses that distribute motion pictures and television shows to consumers.
 - Direct industry jobs employ more people than mining, oil & natural gas extraction, crop production, utility system construction, and rental & leasing services.
- The industry also supports indirect jobs and wages in thousands of companies with which it does business, such as caterers, dry cleaners, hotels, florists, hardware and lumber suppliers, software, and digital equipment suppliers, as well as jobs in other companies doing business with consumers, such as video retailers and services, theme parks and tourist attractions.

The industry is a nationwide network of small businesses:

- The industry is comprised of over 93,000 businesses in total, located in every state in the country. These are mainly small businesses; 87% employ fewer than 10 people.
- The industry made \$49 billion in payments to over 400,000 local businesses in 2016.

The industry increases the tax base:

- The industry generated \$20.6 billion in public revenues in 2016 from sales taxes on goods, state income taxes, and federal taxes including income tax, unemployment, Medicare and Social Security, based on direct employment in the industry.

The industry contributes significantly to the overall economy:

- The industry contributed \$134 billion in sales to the overall economy in 2016 (up 1% from 2015).

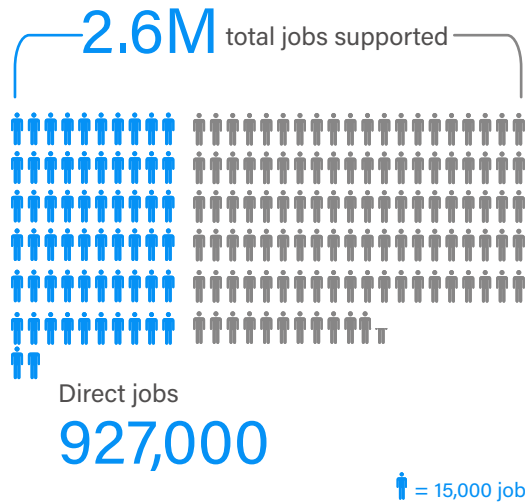
The industry is one of the most highly competitive around the world – one of the few that consistently generates a positive balance of trade in virtually every country in which it does business:

- The industry registered a positive balance of trade in nearly every country in the world with \$16.5 billion in exports worldwide in 2016.
- The industry had a positive services trade surplus of \$12.2 billion in 2016, or 5% of the total U.S. private-sector trade surplus in services.
- In 2016, the industry exported four times what it imported. The industry runs a trade surplus larger than each of the surpluses in the advertising, mining, telecommunications, legal, information, and health related services sectors.



The industry is a major private sector employer.

FILM & TV INDUSTRY EMPLOYMENT



340,000 DIRECT JOBS

engaged in producing, marketing, and manufacturing motion pictures, television shows, and video content.

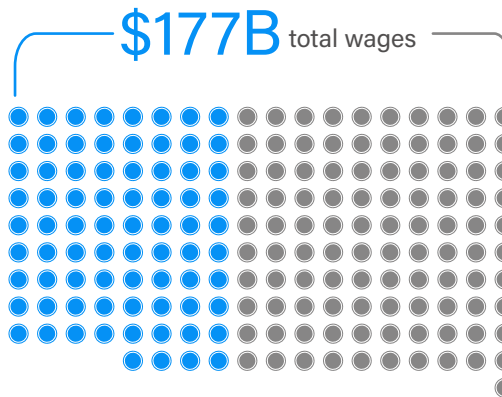
587,000 DIRECT JOBS

engaged in distributing motion pictures, television shows, and video content to consumers, e.g. at movie theaters, television broadcasters, cable and pay TV companies, and online video services.

Direct industry jobs employs more people than other major sectors, including mining, oil & natural gas extraction, crop production, utility system construction, and rental & leasing services.

The production and distribution of motion pictures and television programs is one of the nation's most valuable cultural and economic resources.

FILM & TV INDUSTRY WAGES



DIRECT WAGES

\$76B

earned by workers supported by the industry around the country.

1 circle = \$1 billion

Total jobs and wages includes the jobs and wages supported at thousands of companies relying on the industry, such as caterers, dry cleaners, lumber suppliers, and digital equipment suppliers, as well as other industry related jobs, such as in consumer products, video retailing, and theme parks.

In all, as much as \$250,000 can be injected into local economies per day when a film shoots on location.

The industry provides quality jobs, with higher than average salaries.

47% higher salary than the national average for direct jobs overall

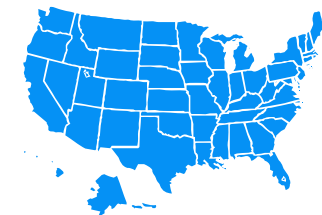
65% higher salary than the national average for production jobs

National average	\$55,390
Direct jobs	\$81,440
Production related jobs	\$91,580
Distribution related jobs	\$75,560

The industry is a nationwide network of small businesses

The industry is comprised of over 93,000 businesses in total, located in every state in the country. These are mainly small businesses; 87% employ fewer than 10 people.

93,000 SMALL BUSINESSES



50 STATES



87%



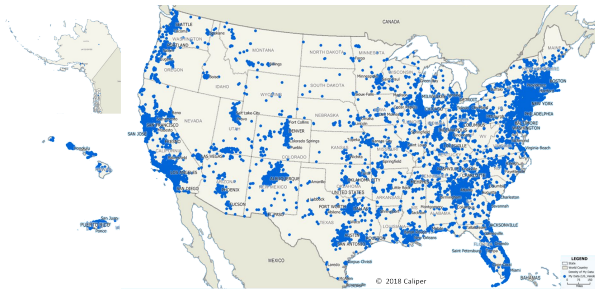
small businesses employing fewer than 10 people



The industry supports local businesses.

\$44B IN PAYMENTS

to over **250,000** local businesses
located across the United States



Each dot represents a business

The industry contributes significantly to the
nation's overall economy.

\$229B IN SALES

in 2017. If the industry was a country, its
GDP would rank 44th in the world according
to World Bank nominal 2017 data.

The industry increases the tax base.

\$29.4B IN PUBLIC REVENUES

generated from sales taxes on goods, state income
taxes, and federal taxes including income tax,
unemployment, Medicare and Social Security, based
on direct employment in the industry.

The industry is highly competitive around the
world.

\$17.2B IN EXPORTS

\$10.3B IN TRADE SURPLUS

The industry generated a positive balance of trade
in every major market in the world.

EXPORTS
2.5x
IMPORTS



The industry has a trade surplus larger than other
major sectors, including telecommunication,
transportation, mining, legal, insurance, information,
and health-related services.

4% of the total U.S. trade
surplus in services

Methodology

Jobs & Wages Supported by the Industry

Sourced from detailed U.S. Bureau of Labor Statistics (BLS) employment data. Direct jobs are calculated from classification codes fully associated with the film and TV industry, as well as industry-related jobs and wages from codes partially associated with the industry estimated by using adjustment factors based on SIC-NAICS bridges, and other updates. Total jobs are calculated using the RIMS II economic model of the U.S. Bureau of Economic Analysis (BEA), which captures indirect/induced effects, i.e. jobs and wages that rely on the industry, and some additional film/TV employment in other industries (e.g. retail). The current analysis is based on their latest model (2016). Note that our recent methodological update resulted in capturing pay television jobs/wages not previously captured. The national average comes from the BLS Quarterly Census of Employment and Wages (2017 Annual Wages per Employee).

Businesses Making Up the Industry

Calculated based on Dun & Bradstreet business listings data by SIC classification code.

Payments Made by the Industry

Calculated using (1) a survey of member company vendor payments in the U.S. for the applicable year; (2) analysis of overall data on film and TV production by the U.S. film and TV industry.

Tax Revenues Generated by the Industry

Calculated by applying the appropriate national and local tax rates to wages and taxable vendor payments.

Contribution to the Overall Economy

Sourced from Census estimates of annual revenues from employer firms for the applicable classification codes.

International Trade

Sourced from the BEA report on U.S. Trade in Services. The report measures charges for the use of intellectual property by type. The film and television category covers the rights to display, reproduce and distribute motion picture and television programming.