

# 2014



## FILMSF

### ANNUAL REPORT FY 13/14

FilmSF works to develop and promote film activities in San Francisco. We proactively market San Francisco as a filming destination for the motion picture, television, advertising and other related industries, for the purpose of stimulating economic development and creating jobs within the City and County of San Francisco, while also working with the local film community to support local projects with significant ties to San Francisco.

FilmSF also issues permits to productions shooting in San Francisco, working closely with other city agencies such as SFPD, Department of Parking & Traffic, MUNI, the Port of San Francisco, and the Department of Public Works to coordinate and facilitate both the needs of the productions, the City and its residents.

## FUNDING

Funding for FilmSF comes from the collection of permit fees and the Hotel Tax funds from Grants for the Arts.

**\$400,000**

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GRANTS FOR THE ARTS PROVIDED

**\$239,342**

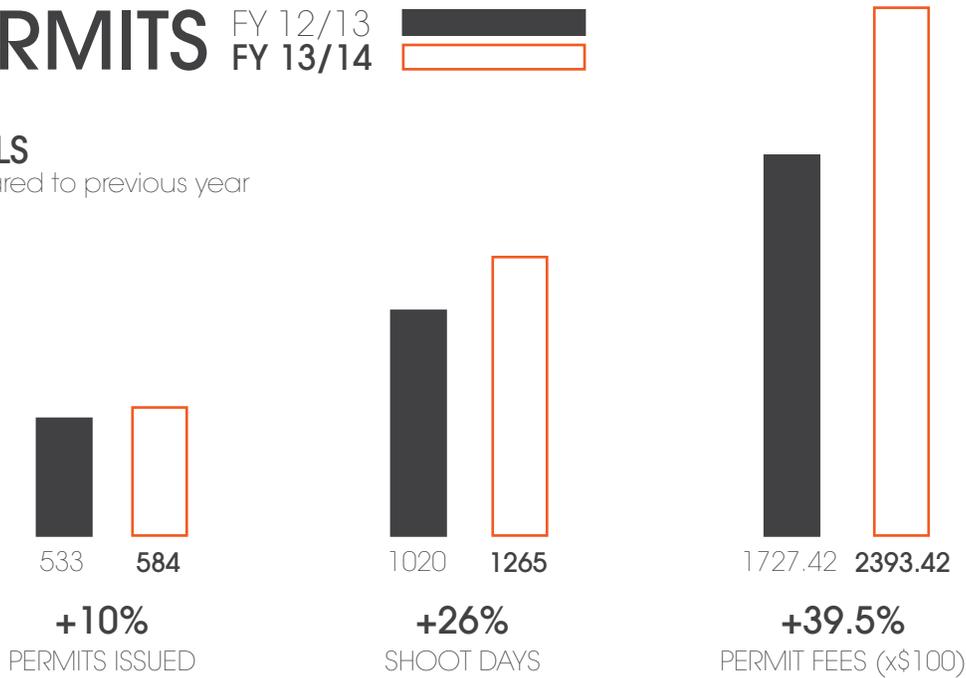
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COLLECTED BY THE FILM OFFICE

# FILMING STATISTICS

## PERMITS FY 12/13 FY 13/14

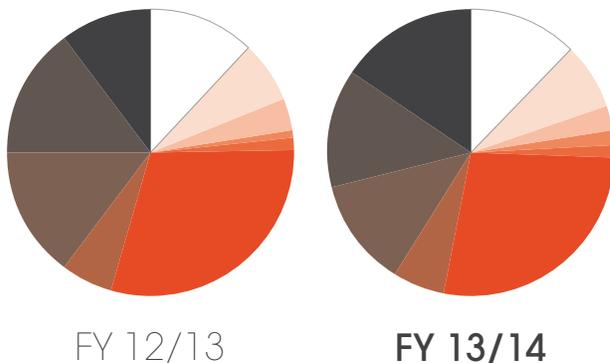
TOTALS  
compared to previous year



## COMPARISON OF PERMITS ISSUED

FY 12/13 FY 13/14

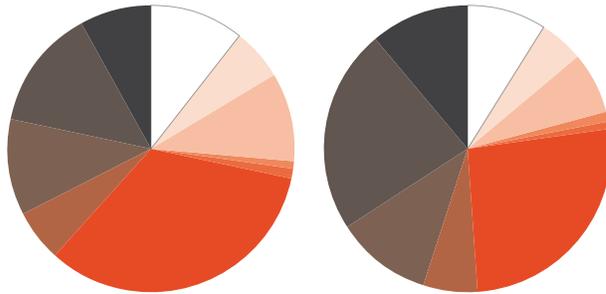
### PERMITS ISSUED



### FILM TYPE

67	72	□	CORP/INDUSTRIAL
38	44	■	DOCUMENTARY
20	15	■	FEATURE
5	10	■	MUSIC VIDEO
7	8	■	SHORTS/PSA
164	161	■	STILL PHOTOGRAPHY
32	33	■	STUDENT FILM
81	71	■	TV COMMERCIAL
82	78	■	TV SERIES
56	90	■	WEB
533	584		TOTALS

## # OF SHOOT DAYS

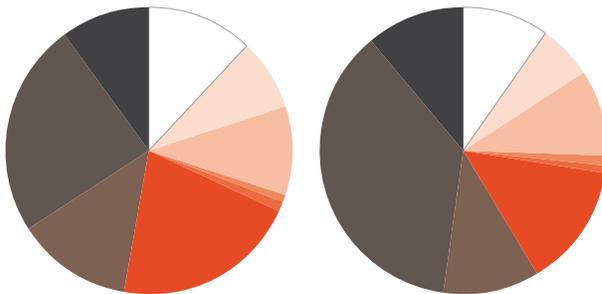


FY 12/13

FY 13/14

108	113	□	CORP/INDUSTRIAL
62	64	■	DOCUMENTARY
100	83	■	FEATURE
7	14	■	MUSIC VIDEO
9	12	■	SHORTS/PSA
346	327	■	STILL PHOTOGRAPHY
58	80	■	STUDENT FILM
119	135	■	TV COMMERCIAL
144	290	■	TV SERIES
87	145	■	WEB
1020	1265		TOTALS

## PERMITS FEES (x \$100)



FY 12/13

FY 13/14

212	228	□	CORP/INDUSTRIAL
138	138	■	DOCUMENTARY
178	240.64	■	FEATURE
14	28	■	MUSIC VIDEO
12	24	■	SHORTS/PSA
364.5	330	■	STILL PHOTOGRAPHY
-	-	■	STUDENT FILM
221.92	262	■	TV COMMERCIAL
417	875.77	■	TV SERIES
170	263	■	WEB
1727.42	2393.42		TOTALS

**\$172,742**

PERMIT FEES FROM FY 12/13

**\$239,342**

PERMIT FEES FROM FY 13/14

# NOTABLE PRODUCTIONS FILMED IN S.F.

## FEATURE FILMS

*Dawn of the Planet of the Apes*  
20th Century Fox

*Big Eyes*  
The Weinstein Company

*Godzilla*  
Warner Bros.

*Diary of a Teenage Girl*  
Caviar Content

## TELEVISION

*Looking, Season 1*  
HBO

*Real World, Season 29*  
MTV

*Murder in the First*  
TNT

*Parks & Recreation*  
NBC

## WEB SERIES

*Betas*  
Amazon

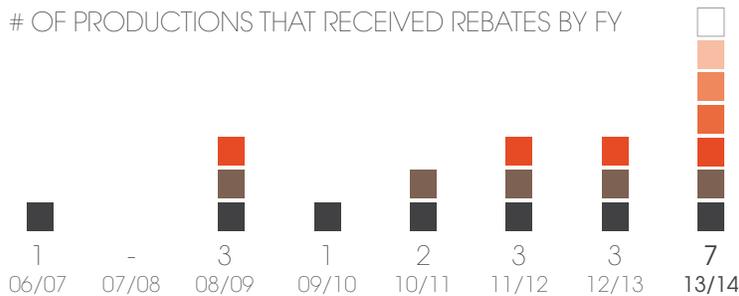
*Sense8*  
Netflix

# SCENE IN S.F. REBATE PROGRAM

The purpose of the Scene in San Francisco Rebate Program is threefold: 1, increase the number of qualified film productions being made in San Francisco; 2, increase the number of City residents employed in the film making industry; and 3, encourage the resulting economic benefits.

The program was created in 2006, with \$1.8 million appropriated for 3 years. Initially, the program gave productions a dollar for dollar refund of: (a) fees or taxes paid into the City's general fund; (b) monies paid to the City for use of City property, equipment, or employees, including additional police services; and (c) use fees for film production in the City. In 2009, the program was extended three years, but legislation was passed to exchange the original program per production cap of taxes paid to the City to a maximum of \$600,000 of fees paid to the City.

In June 2012, the program was extended again for two more years, with an allocation of up to \$2 million. The program sunsets June 30, 2014, but FilmSF plans to work towards an extension.



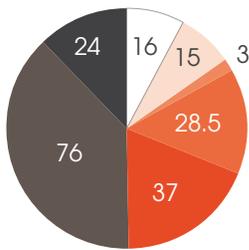
These seven productions received rebates totaling \$831,504 but the production companies spent a total of \$4,936,561 locally. This number includes salaries to local residents/crew and as well as expenditures on items such as gas, hotels, car rentals, location fees, office supplies, lumber, security, equipment rentals, catering, etc. **For every dollar rebated to these productions, \$5.90 was spent locally.**

The Scene in San Francisco Rebate Program was a main attraction for two high-profile TV series which based their whole seasons here: HBO's *Looking* Season 1 and MTV's *Real World*, Season 29. Four independent films also received rebates, along with one episode of an unscripted TV series.

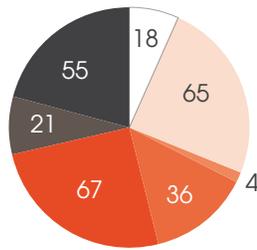
The rebate program's ability to draw such high quality productions to base in San Francisco provides longer term employment for local crew and actors, a larger amount of money injected into the local economy and helps to keep the City front and center in the eyes of the world, making it an important asset for attracting tourism.

# SCENE IN SAN FRANCISCO REBATE PROGRAM FY 13/14

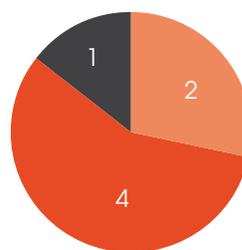
- The Other Barrio
- Saltwater
- The Great Food Truck Race, Season 4
- Quitters
- Mission Street Productions "Looking" HBO
- Bunim-Murray Productions
- Real World Season 29 (MTV)
- Diary of a Teenage Girl



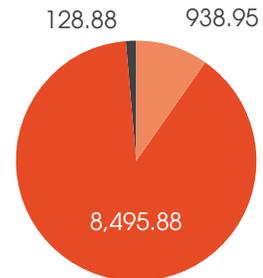
**199.5**  
SHOOTING  
DAYS



**266**  
# OF S.F.  
EMPLOYEES



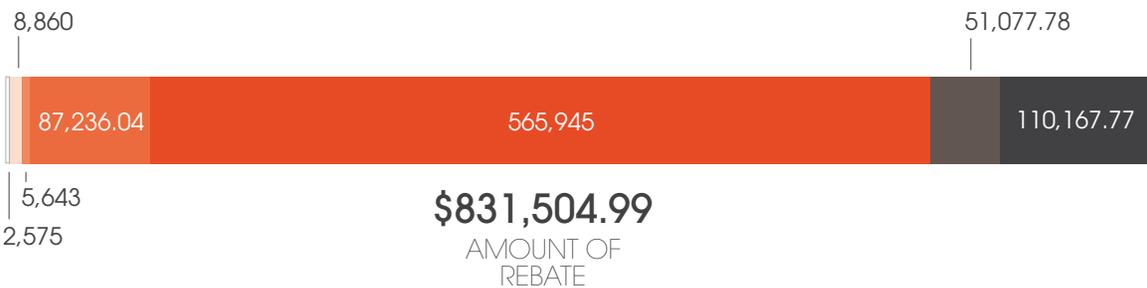
**7**  
# OF FIRST  
SOURCE HIRES



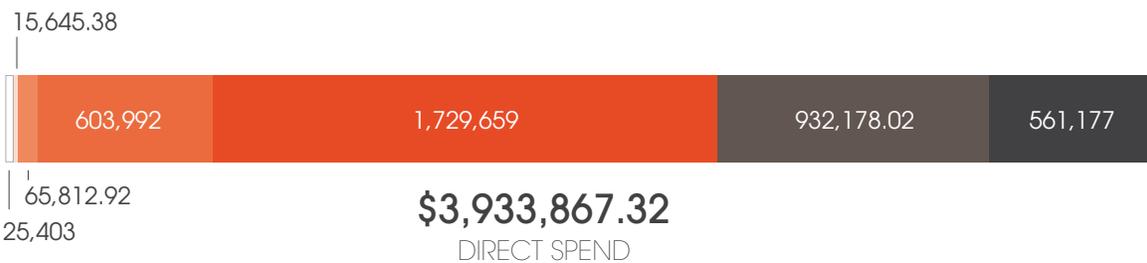
**\$9,563.71**  
FIRST SOURCE  
WAGES/COMP



**\$993,130.56**  
TOTAL  
WAGES/COMP



**\$831,504.99**  
AMOUNT OF  
REBATE



**\$3,933,867.32**  
DIRECT SPEND

# FILM OFFICE PROGRAMS

## VENDOR DISCOUNT PROGRAM

The Vendor Discount Program was established in January 2010 to attract more productions by offering additional financial incentives when shooting in San Francisco. This program provides an opportunity for production companies and their crew members to receive discounts while using the services of participating businesses and local merchants, all of which have seen an increase in their business during filming – a win-win program.

■ > 100 local businesses ■ 28 hotels ■ 2 major airlines □ 13 restaurants and a number of car rental agencies, entertainment venues, and gift shops.



## SFFCFS GRANT

The San Francisco Film Commission FilmSpace (SFFCFS) grant is designed to provide financial assistance to nonprofit organizations that assist locally based independent filmmakers by providing low-cost office and film production space in San Francisco in order to facilitate film production activities in San Francisco. In FY 13/14, the grant was expanded to a 2 year program.

### ELIGIBILITY REQUIREMENTS:

- Applicant's mission focuses on the development and production of film in San Francisco through support and education of individual filmmakers.
- Tax-exempt organization. All applicants must be tax exempt charitable organizations under Section 501(c)(3) of the internal revenue code.
- The organization's headquarters and primary operations must be in San Francisco or the San Francisco Bay Area.
- The filmmakers supported by the organization must be actively engaged in a film, video, television or other moving image project in any genre and in any stage of production – from screenwriting to strategizing the project's exhibition, distribution and outreach plan.
- Continuing and stable presence in the community. The organization has a continuing existence and ongoing operations.
- Applicants must demonstrate that they own or are leasing a facility suitable for ongoing use by two or more filmmakers (the "subgrantee filmmakers") for film office and film production activities and that such ownership or lease will continue for at least one year.

The FilmSpace Grant was awarded to Ninth Street Independent Film Center's **Media Arts Incubator Program** which offers access to workspace, knowledge sharing, outreach opportunities, networking events, meeting and exhibition space on an annual basis. Ninth Street makes workspaces and shared resources available to individual filmmakers through the Media Arts Incubator Program to nurture groundbreaking independent media projects.

A total of five filmmaker projects are selected each year for the Incubator, with each resident filmmaker provided 100 sq. ft. of individual workspace, access to all shared spaces and 5 hours of free meeting or exhibition per month in the well-appointed Ninth Street screening room (particularly of value to filmmakers, in production and post-production).

## TENANTS AT NINTH STREET

Jack Walsh  
*FEELINGS ARE FACTS*  
Feature Documentary

Mary Guzman  
*LOST DOG*  
Narrative

David Santamaria  
*HARRIET*  
Feature Documentary

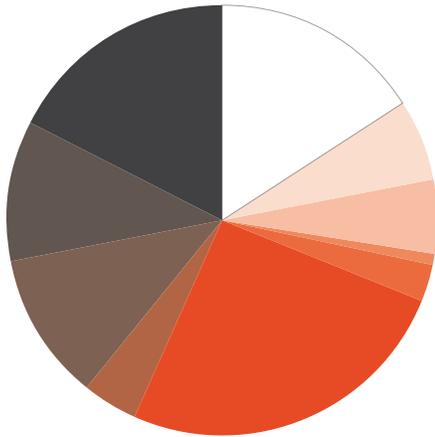
Lise Swenson  
*SALTWATER*  
Feature Narrative

# PROJECTIONS FOR FY 14/15

FROM 7/1/2014 - 12/15/2014.

With a robust first half of FY14/15 we anticipate a strong outcome for the entire fiscal year.

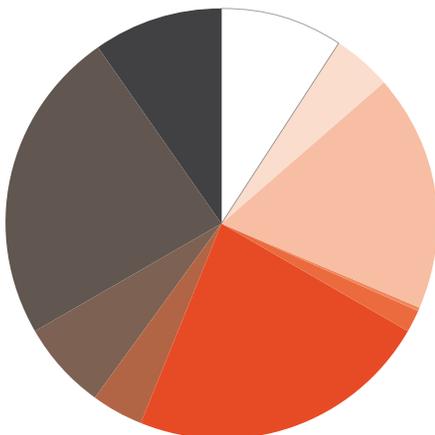
## PERMITS ISSUED



## FILM TYPE

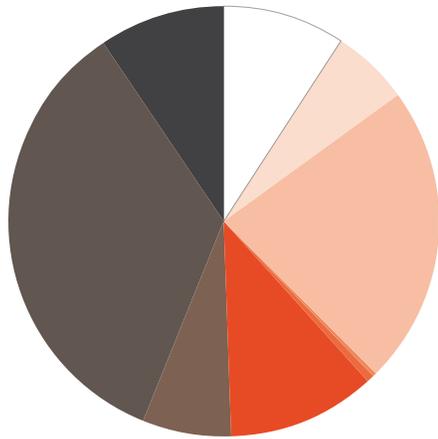
43	□	CORP/INDUSTRIAL
17	■	DOCUMENTARY
15	■	FEATURE
2	■	MUSIC VIDEO
8	■	SHORTS/PSA
69	■	STILL PHOTOGRAPHY
11	■	STUDENT FILM
30	■	TV COMMERCIAL
29	■	TV SERIES
47	■	WEB
271		<b>TOTALS</b>

## # OF SHOOT DAYS



67	□	CORP/INDUSTRIAL
32	■	DOCUMENTARY
128	■	FEATURE
2	■	MUSIC VIDEO
11	■	SHORTS/PSA
163	■	STILL PHOTOGRAPHY
29	■	STUDENT FILM
47	■	TV COMMERCIAL
171	■	TV SERIES
68	■	WEB
718*		<b>TOTALS</b>

## PERMIT FEES (x \$100)



## FILM TYPE

134	□	CORP/INDUSTRIAL
87	□	DOCUMENTARY
326.5	□	FEATURE
4	□	MUSIC VIDEO
8	□	SHORTS/PSA
163	□	STILL PHOTOGRAPHY
-	□	STUDENT FILM
94	□	TV COMMERCIAL
503.5	□	TV SERIES
134	□	WEB
1454*		TOTALS

\*This is a 12% increase in the number of shoot days and a 5.6% increase in permit fees since the same period last year.

# SUMMARY FY 13/14

**+26%**  
SHOOT DAYS\*

**+10%**  
PERMITS ISSUED\*

**+\$66,600**  
PERMIT FEES\*

**+133%**  
SCENE IN SF  
REBATE PROGRAM

FilmSpace grant to the Ninth Street Independent Film Center

Active participation by Film Commissioners

6th consecutive year of increased production

\*over FY 12/13

# ARTICLES ABOUT FILMING IN S.F.

- SF film rebate program has given out \$2.5 million to productions that spent \$44.2 million locally
- Kristen Wiig, Alexander Skarsgard on 'Diary of a Teenage Girl'
- HBO's Looking shops local and spotlights the Mission
- On Location, Oscar Edition: seeing the Heart of San Francisco in Blue Jasmine
- Mapping HBO's Looking Locations Across San Francisco
- San Francisco working to be Hollywood North
- The Diary of a Teenage Girl Director Marielle Heller Talks Filming in SF
- TV Drama "Murder in the First" Shooting in SF
- From the new film Godzilla to X-men: which Hollywood films wrecked the Golden Gate bridge real good?
- Danny Glover Heads San Francisco Rally for Sweetened State Film-TV Credits
- San Francisco's movie landmarks
- Matrix Creators Begin Filming Netflix Series in SF
- "Planet of the Apes" Stars Talk About Filming in SF
- "Dawn of the Planet of Apes": 10 more films where SF takes it on the chin
- Hollywood in SF: The Rock films "San Andreas" at AT&T Park
- Film crews take over Russian Hill to shoot "San Andreas"
- MapHook-SF Filming Locations
- S.F. "Terminator" movie filming: lights, camera and lots of action
- Production Begins on Marvel's "Ant-Man"
- "Big Eyes" trailer: Tim Burton makes a movie about normal people
- Gov. Brown signs bill to curb runaway production
- Golden Gate Bridge connects with filmmakers, fans
- "Your FilmSF Has Gone Mad!"



thank you