



**Policy Date: February 28, 2011**

**Our Vision:** To have San Francisco reassert itself as a center for filmmaking

**Our Strategy:** To create long and short-term goals to help draw new production to San Francisco and reaffirm the City's place in filmmaking

**Short Term Goals:**

1. Continue to simplify the permit process
2. Investigate the possibility of leasing space from City Departments to ensure production facilities
  - a. Treasure Island
  - b. Pier 80
  - c. other property
3. Be proactive in attracting business
  - a. Research air & hotel discounts and vendor discounts
  - b. List discounts on the Film Commission website
  - c. Research annual Familiarization (FAM) Trip
  - d. Plan a Los Angeles marketing trip, if funds are available
  - e. Identify trade shows and events to attend, if budget allows
  - f. Study other cities successes
  - g. Develop additional partnerships
4. Ensure long term success of Film House residencies
  - a. Find a new home for the project
5. Develop marketing materials highlighting SF productions
  - a. Interview and or tape highlights from producers to use as publicity
  - b. Obtain vendor list from productions if possible
  - c. Inform Board, press and public of success
  - d. Film generates jobs and revenue for the city
  - e. Publicize rebate program as revenue generator, not a give away
6. Work with the Office of Economic and Workforce Development to evaluate programs in place that can benefit productions
7. Work with San Francisco Travel (SFT) to utilize resources
  - a. Formalize relationship between the Commission and SFT
  - b. Investigate SFT's ability to share in marketing efforts

