



SAN FRANCISCO FILM COMMISSION ANNUAL REPORT FY12/13

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SUMMARY

SAN FRANCISCO FILM COMMISSION

ANNUAL REPORT FY12/13

The San Francisco Film Commission 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.

The Film Commission 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 the San Francisco Film Commission comes from the collection of permit fees and the Hotel Tax funds from Grants for the Arts.

\$400,000

GRANTS FOR THE ARTS PROVIDED

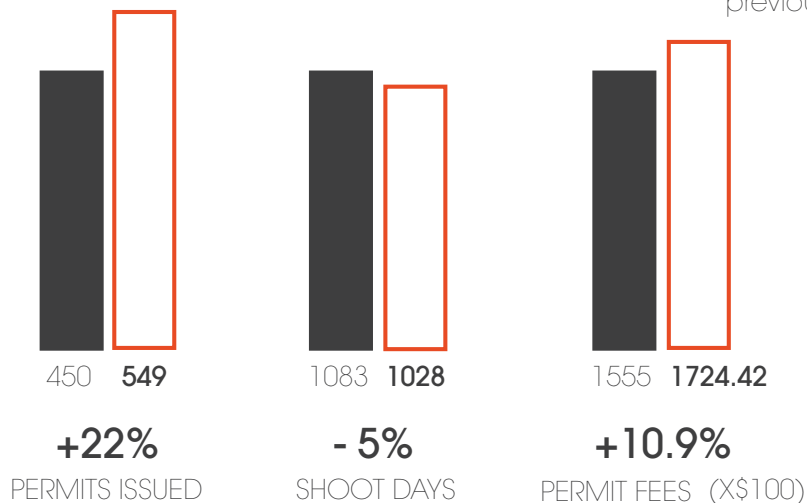
\$172,442

COLLECTED BY THE FILM OFFICE

FILMING STATISTICS

PERMITS

FY 11/12 
FY 12/13 

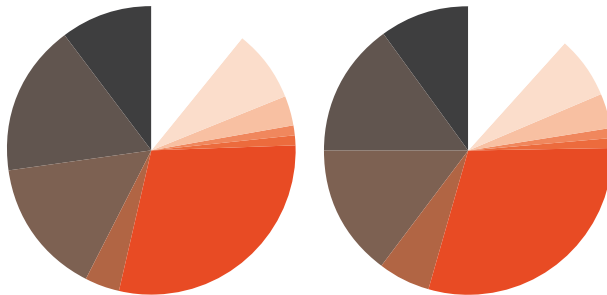


In FY12/13, the number of actual shoot days decreased by 5% while the money collected from permits increased by \$16,942. We attribute the decline in shooting days to the fact that in FY 12/13, Disney's stop-motion animation project, *Cinderbiter*, folded production. *Cinderbiter* had been a multi-year production, beginning in FY11/12.

COMPARISON OF PERMITTING STATISTICS

FY 11/12 FY 12/13

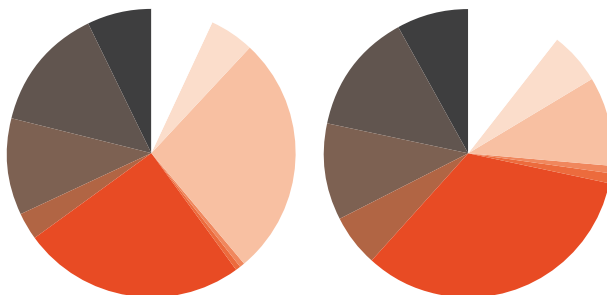
PERMITS ISSUED



FILM TYPE

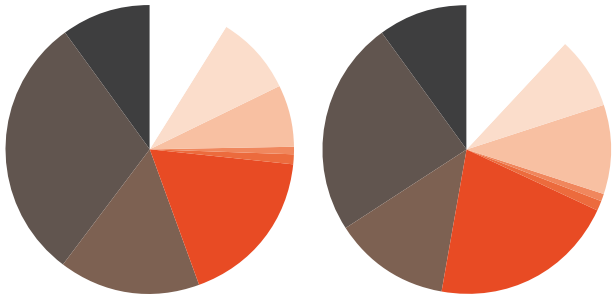
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36	38	<input type="checkbox"/>	DOCUMENTARY
15	20	<input type="checkbox"/>	FEATURE
3	5	<input type="checkbox"/>	MUSIC VIDEO
5	7	<input type="checkbox"/>	SHORTS/PSA
132	164	<input type="checkbox"/>	STILL PHOTOGRAPHY
17	32	<input type="checkbox"/>	STUDENT FILM
67	80	<input type="checkbox"/>	TV COMMERCIAL
77	81	<input type="checkbox"/>	TV SERIES
47	55	<input type="checkbox"/>	WEB
450	549		TOTALS

OF SHOOT DAYS



73	108	<input type="checkbox"/>	CORP/INDUSTRIAL
56	62	<input type="checkbox"/>	DOCUMENTARY
289	100	<input type="checkbox"/>	FEATURE
5	7	<input type="checkbox"/>	MUSIC VIDEO
7	9	<input type="checkbox"/>	SHORTS/PSA
271	346	<input type="checkbox"/>	STILL PHOTOGRAPHY
29	58	<input type="checkbox"/>	STUDENT FILM
121	108	<input type="checkbox"/>	TV COMMERCIAL
156	144	<input type="checkbox"/>	TV SERIES
76	86	<input type="checkbox"/>	WEB
1083	1028		TOTALS

PERMIT FEES (X \$100)



145	212	□	CORP/INDUSTRIAL
140	138	□	DOCUMENTARY
113	178	□	FEATURE
10	14	□	MUSIC VIDEO
13	12	□	SHORTS/PSA
278	364.5	□	STILL PHOTOGRAPHY
-	-	□	STUDENT FILM
243	221.9271	□	TV COMMERCIAL
465	414	□	TV SERIES
148	170	□	WEB

\$155,500.00

PERMIT FEES FROM FY 11/12

\$172,442.71

PERMIT FEES FROM FY 12/13

**NOTABLE
PRODUCTIONS FILMED
IN SAN FRANCISCO**

FEATURE FILMS

Woody Allen's
Blue Jasmine

20th Century Fox's
The Internship

Electronic Arts'
Need for Speed

TELEVISION

ABC's
Red Widow

Food Network & Guy Fieri's
Diners, Drive-Ins and Dives

HGTV's
House Hunters International

Food Network's
The Great Foodtruck Race

Fox TV's
Hell's Kitchen

SELECT COMMERCIALS

Scion
Acura
Cadillac
Dodge Dart
Toyota
Volkswagon
Hyundai
Subaru
Jeep
Chrysler
Jaguar
Sony
Red Bull

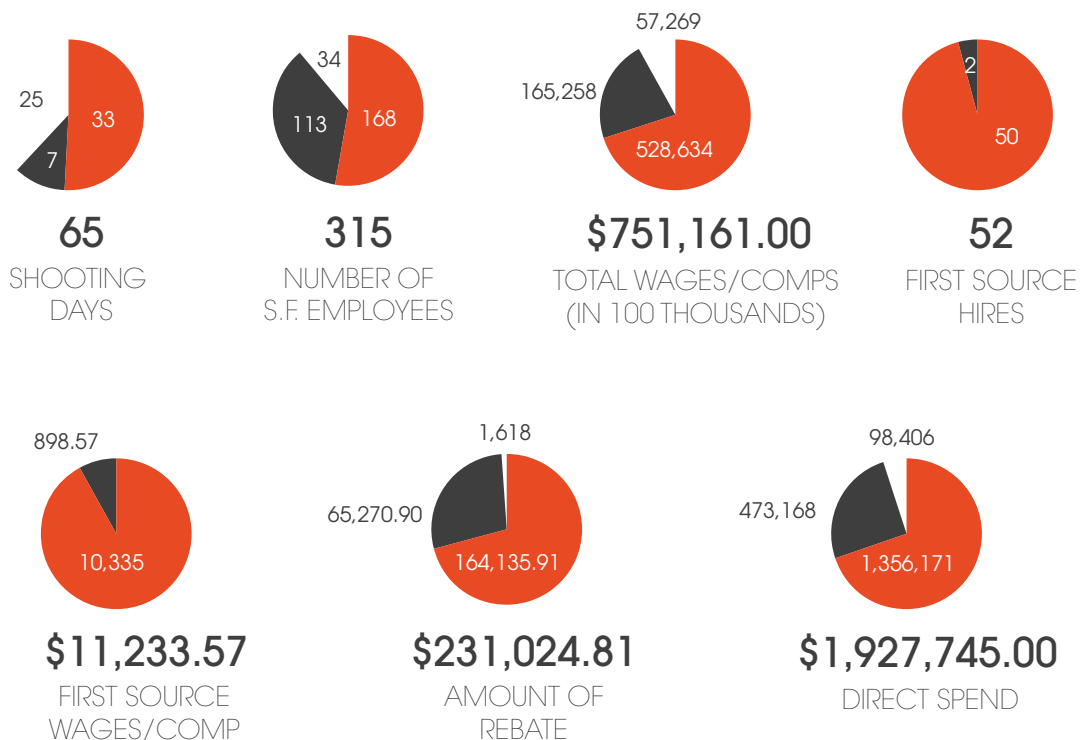
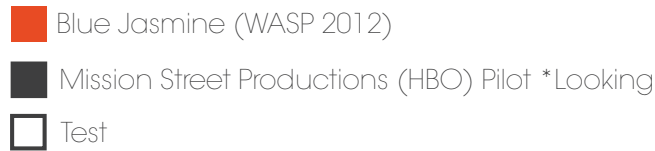
SCENE IN S.F. REBATE PROGRAM

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 filmmaking industry; and **3** encourage the resulting economic benefits.

\$1.8 million was appropriated to fund this program in 2006 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, this time for two more years, with an allocation of up to \$2 million. This is great news and will help us garner even more business.

Active promotion of the Scene in San Francisco Rebate Program drew two notable productions to base in San Francisco during FY 12/13: Woody Allen's *Blue Jasmine*, (released in July 2012) starring Cate Blanchett, Alec Baldwin, Sally Hawkins & Louis CK, and the pilot for HBO's new series, *Looking*, starring Jonathan Groff, Frankie Alvarez & Murray Bartlett (set to premier on HBO in January 2014). In addition, a local independent film, *Test*, also utilized the rebate program. It was directed by San Francisco filmmaker Chris Johnson.

PRODUCTIONS WHICH RECEIVED REBATES FROM THE SCENE IN S.F. REBATE PROGRAM



While the total amount rebated to productions for FY12/13 was relatively low (\$231,024.81), the impact of these productions has already been great. *Blue Jasmine* has been seen worldwide and is currently nominated for numerous awards, including Best International Independent Film for the British Independent Film Awards, and Best Actress for the Golden Globes and Screen Actors Guild Awards. The early buzz and success of HBO's pilot for *Looking* brought it back in September to shoot 7 more episodes in FY13/14, all of which will air on HBO January 19th, 2014.

The rebate program's ability to draw such high quality productions to base here helps keep San Francisco front and center in the eyes of the world, making it an important asset for attracting tourism.

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.

■ > 90 local businesses ■ including 27 hotels □ 13 restaurants
and a number of car rental agencies, entertainment venues and gift shops.



SF FILM COLLECTIVE

The SF Film Collective was established by the San Francisco Film Commission in May 2011. The goal of the Film Collective is to provide low-cost office space to independent filmmakers, allowing local production pioneers to advance their projects, interact and draw inspiration or knowledge from their peers, and ultimately bring more production to San Francisco. The Film Collective nurtures the local independent and documentary film communities, to shine a light on San Francisco as a supporter of these smaller, independent productions and help build on San Francisco's reputation as a hub for independent film. This also enables homegrown films to afford to stay in San Francisco, ultimately benefitting our local economy with increased production. The space is in the mid-Market area and therefore supports the Mid-Market redevelopment initiative.

ELIGIBILITY FOR SAN FRANCISCO FILM COLLECTIVE:

Applications were available to all who satisfy each of the following criteria:

- The applicant is actively engaged in a film, video, web television or multi-media project.
- The project has a significant connection to San Francisco

PRIORITY:

Special consideration was given to (in order of priority):

- Projects being filmed / produced primarily in San Francisco
- Projects set primarily in San Francisco.
- Projects demonstrating a likelihood to have a positive effect on the San Francisco economy
- Residents of San Francisco

Located at 134A Golden Gate, the program is an additional effort on behalf of the Film Commission to provide office space to local filmmakers. The Film Commission began this kind of support in 2008 with the FilmHouse Residency, in partnership with the San Francisco Film Society. Currently, eight groups of independent filmmakers are working in the Film Collective.

FILM COLLECTIVE RESIDENTS

Tim Kay, Argus HD:
Motion Timelapse of San Francisco, Documentary

Jeffrey Martin, Take it Films:
Ruff, Screenwriting

Njon Weinroth, Outside Voices Production:
Unnamed Tenderloin project, Documentary

Ron Merk, Premiere Pictures:
Documentary, TV series demo.

Scott Peterson, Archive Productions:
Documentary

Sarah MacPherson:
Documentary

Jagger McConnell, Scary Cow Productions:
Indie-film co-op

Claire Williams, Osci Eight Films:
Web series

SF FILM COMMISSION FILM SPACE GRANT

The San Francisco Film Commission Film Space (SFFCFS) grant is designed to provide financial assistance to nonprofit organizations that assist independent filmmakers by providing low-cost office and film production space in San Francisco in order to facilitate film production activities in San Francisco.

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 Film Space Grant was awarded to the San Francisco Film Society's FilmHouse program for FY12/13, which supports independent filmmaking by making office space available free of charge for six- or twelve-month residencies to independent filmmakers actively engaged in various stages of film production. In addition to office space, FilmHouse residents benefit from a robust guest speaker series, featuring lectures and presentations by leading industry professionals; resident-led workshops and work-in-progress screenings; access to SFFS networking events; individual project consultation with SFFS Executive Director and acclaimed producer Ted Hope; and numerous other community-building programs and events.

FILMHOUSE RESIDENTS

Anthony Cianciolo:
The Art of Sainthood, Development

Carlton Evans and Matthew Lessner:
Ross, Development

Guetty Felin-Cohen:
Ayiti Mon Amour, Development

Lisa Fruchtman:
Sweet Dreams, Outreach

Ian Hendrie and Jyson McLean:
Mercy Road, Screenwriting

Chris Mason Johnson:
Test, Post-Production

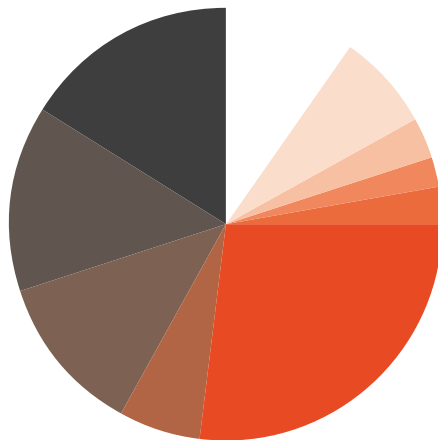
Jennifer Phang:
Advantageous, Development

PROJECTIONS FOR FY13/14

With a robust first half of FY13/14, we anticipate a strong outcome for the entire fiscal year. Already, the total number of permits and shooting days amount to more than half of the previous fiscal year, with 19 days to go until the end of the 6 month with permits still coming in. (Stats are based on July 1, 2013 – December 12, 2013). Much of this upswing is due to two television series which chose San Francisco as the base for their series, HBO's *Looking* and MTV's *Real World, Season 29*. Both of these productions took advantage of the Scene in San Francisco Rebate Program and hired significant local crew.

FROM 7/1/2013 - 12/12/2013 IN FY 13/14

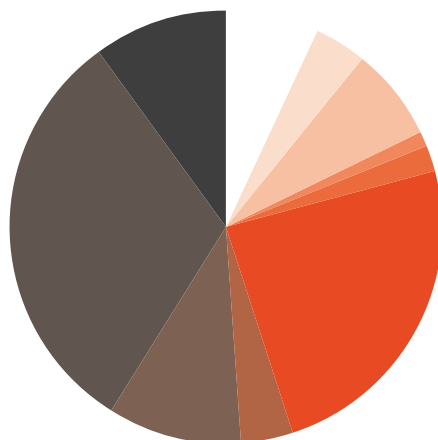
PERMITS ISSUED



FILM TYPE

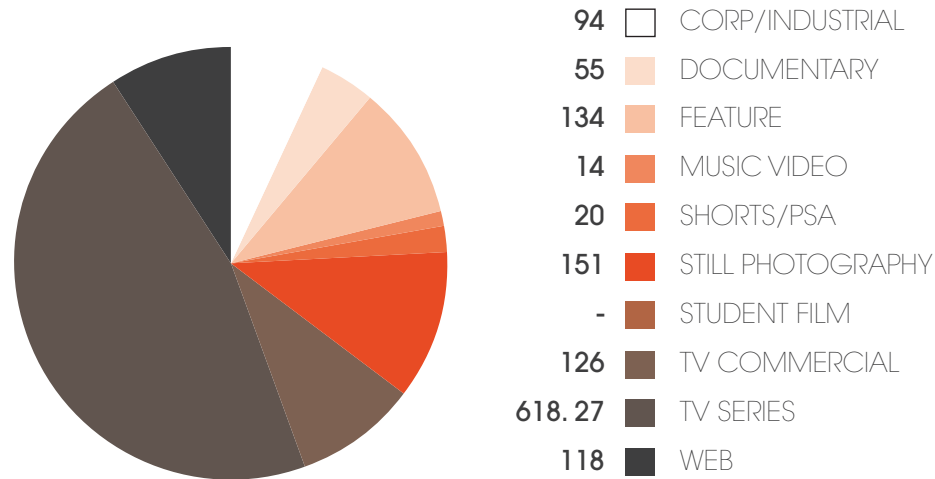
28		CORP/INDUSTRIAL
20		DOCUMENTARY
8		FEATURE
5		MUSIC VIDEO
8		SHORTS/PSA
73		STILL PHOTOGRAPHY
16		STUDENT FILM
33		TV COMMERCIAL
39		TV SERIES
45		WEB
275		TOTALS

OF SHOOT DAYS



47		CORP/INDUSTRIAL
23		DOCUMENTARY
46		FEATURE
7		MUSIC VIDEO
11		SHORTS/PSA
149		STILL PHOTOGRAPHY
27		STUDENT FILM
63		TV COMMERCIAL
194		TV SERIES
62		WEB
629		TOTALS

PERMIT FEES (X \$100)



\$133,027.00

PERMIT FEES FROM FY13/14

We have also had a large upswing in the use of the Scene in San Francisco Rebate Program in the first half of FY13/14, with six new productions applying. This is double the number of FY12/13, in only half of the time.

PRODUCTIONS WHICH RECEIVED REBATES FROM THE SCENE IN S.F. REBATE PROGRAM IN THE FIRST HALF OF FY13/14

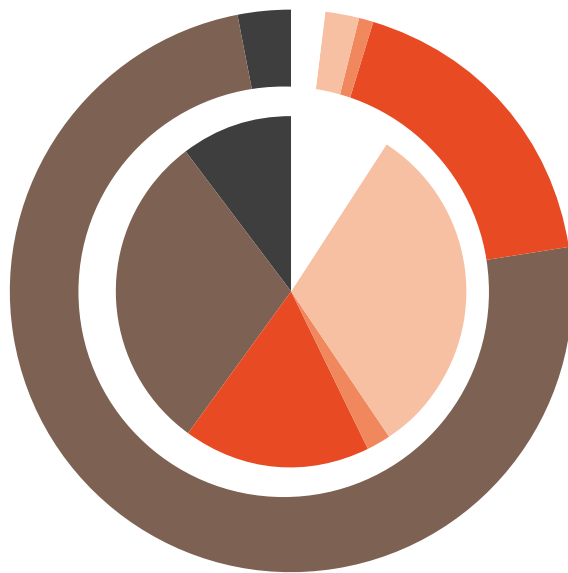
*ESTIMATED NUMBERS AS OF 12/23/13



SHOOTING DAYS



TOTAL 175.5



● # SF EMPLOYEES
○ TOTAL WAGES/COMP (\$)

18	□	17,360
65	□	13,734
4	□	2,050
36	□	154,217
67	□	645,117*
21	□	27,582

TOTAL 211
TOTAL \$860,060*

FIRST SOURCE HIRES

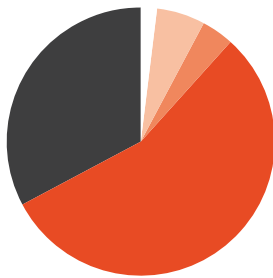
■ ■ ■ ■ ■ ■ TOTAL 6

FIRST SOURCE WAGES/COMP (\$)

939 8,495* TOTAL \$9,434*

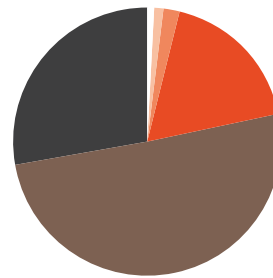
AMOUNT OF REBATE (\$)

□	2,575
□	8,860
□	5,643
□	87,236
□	TBD
□	51,078



TOTAL TBD

DIRECT SPEND (\$)



25,403	□
15,645	□
65,813	□
603,992	□
1,700,906*	□
932,178	□

TOTAL \$3,343,937*

NOTABLE
PRODUCTIONS FOR
THE FIRST HALF
OF FY13/14

FEATURE FILMS

20th Century Fox's
Dawn of the Planet of the Apes

Warner Brother's
Nautilus Godzilla

The Weinstein Company's
& Tim Burton's
Big Eyes

TELEVISION

HBO's new TV series
Looking, 8 Episodes *airs Jan. 19, 2014

MTV's ongoing TV series
Real World Season 29
12 Episodes *airs Jan. 16, 2014

Amazon's new Web Series
Betas *currently airing on Amazon Prime

NBC's
Food Fights

HGTV's
House Hunters International

Travel Channel's
Bizarre Foods with Andrew Zimmer

Fox TV's
Hell's Kitchen

SELECT COMMERCIALS

BMW
Mitsubishi
Kia
Ram Trucks
Citroen
Men's Wearhouse
Dell
Charles Schwab

ARTICLES ABOUT PRODUCTION IN SAN FRANCISCO

- The Joy of 'Looking'
- Woody Allen in San Francisco: The Making of 'Blue Jasmine'
- Q&A: HBO's "Looking" creators Michael Lannan and Andrew Haigh
- 'Looking,' new HBO show shot in S.F.
- <http://youtu.be/kawZGuGHDWo>
- Reed Morano Preps LOOKING in San Francisco
- MTV's 'Real World' Returning to San Francisco for Season 29
- The State of Film Production in San Francisco for 2014
- Filmmakers train cameras on San Francisco

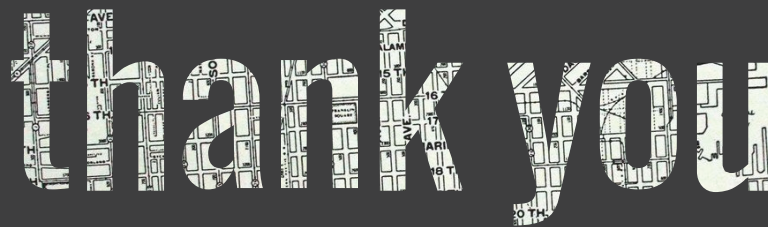
SUMMARY

Overall, the San Francisco Film Commission has had a very successful fiscal year.

With a 22 percent increase in the number of permits issued for filming in San Francisco during FY 12/13, an almost \$17,000 increase in permit fees collected, and the use of the Scene in San Francisco Rebate Program by two prominent productions, we believe that these and other efforts continue to push the image, scenery and economy of San Francisco forward around the world.

We continue to support local filmmakers by offering low-cost office space through the SF Film Collective and SF FilmSpace Grant, and actively worked to attract and increase productions in San Francisco. We expect production numbers to continue to rise in the coming fiscal year, based on this past success and increase interest in our incentive programs.

Each of the Commissioners has contributed to this effort in various ways and together, with our small staff, we're proud of the work being done.

The words "thank you" are rendered in a large, lowercase, sans-serif font. The letters are filled with a detailed, white line-art pattern that resembles a city street map or a technical drawing of a building facade. The pattern includes various lines, dots, and small text labels, creating a complex, textured appearance within the letters. The text is set against a solid dark gray background.