



# SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION



# SANTA BARBARA

COUNTY FILM COMMISSION

Geoff Alexander, Film Commissioner



# SANTA BARBARA

COUNTY FILM COMMISSION

## A Dual Mission:

- To promote Santa Barbara County as a production destination
- To facilitate logistical needs of inbound productions

# Providing Logistical Support

The Film Commission as the first point of contact



Generation Gap, Hallmark 2008



Sideways, Universal 2004



# Providing Logistical Support












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COUNTY FILM COMMISSION - CALIFORNIA USA  
A Division of the Community & Visitors Bureau

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*Comment: Photos belong to the SBCVE and Film Commission, and the accredited photographers. Photos may be used to promote Santa Barbara, or to "pitch" SB as a filming location. Photos may not be used for commercial purposes, without our "written" permission.*  
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 <a href="#">1000 Park Garden Island Fountain</a>	 <a href="#">1100 Residential</a>	 <a href="#">1200 Sports</a>

- Support in scouting and obtaining locations
- Serve as an intermediary to both facilitate filming and protect the needs of the community.



# Providing Logistical Support

Maintaining and providing information on production services and goods.

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 MAC users select "command+f"

Welcome to the Production Guide Index! Use the search box or scroll down to find your listing.

LISTING	CATEGORY & SUB-CATEGORIES
A-----	
Accommodations	Accommodations
Accounting (see Payroll)	Resources
Aerial Photography	Resources
Aerial Services	Locations: Airports
Agriculture (see also Ranches, Wineries)	Resources; Locations: Ranches, Wineries
Agricultural Crop Chart	Locations
Aircraft Rentals	Locations: Aerial Services
(See Locations: Aerial Services)	
Air Freight	Resources
Airports & Airstrips	Locations
Air Service / Airlines	Resources: Transportation
Animals-Trainers / Handlers	Resources
Animation	Production Companies; Post Production
Art Directors	Crew
Assistant Directors, 1 <sup>st</sup> & 2 <sup>nd</sup>	Crew
Associations / Guilds / Trades / Unions	Resources
Audio Services (see Music & Sound Design)	Post Production
Audio / Video Equipment	Equipment
Automobiles - Custom/Antique	Resources
(See also Prod Vehicles)	
Automobiles -- Rentals	Resources: Transportation
<a href="#">top of page</a>	
B-----	
Backdrops (see Props)	Resources
Barricades (see Signage)	Resources
Ballard	Permits & Cities
Boat Charters	Resources
Buellton	Permits & Cities
Bus Charters	Resources: Transportation
<a href="#">top of page</a>	
C-----	
California Film Commission (CFC)	Permits & Cities
Camera Assistants	Crew
Camera Equipment & Supplies	Equipment
Camera Operators	Crew
Carpenteria	Permits & Cities

# SANTA BARBARA

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## Trends

- Entertainment Industry Trends
- Santa Barbara County Trends



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## Entertainment Industry Trends

- All filmed production impacted by current credit crisis
- Out of State incentive and rebate programs drawing away Ca. production
- Advertising budgets shrinking
- 2008 Feature and Television Production impacted by WGA strike.
- January a record breaking box office month







## Santa Barbara County Film Commission Economic Impact Report

Location	Number of Productions	Number Of Days	Economic Impact
<b>1999</b>			
City	62	210	\$2,525,000.00
County	129	509	\$5,430,000.00
<b>2000</b>			
City	108	389	\$3,575,000.00
County	182	644	\$7,125,000.00
<b>2001</b>			
City	77	435	\$3,810,000.00
County	143	396	\$5,235,000.00
<b>2002</b>			
City	69	406.5	\$6,262,500.00
County	92	260.5	\$7,427,500.00
<b>2003</b>			
City	66	309	\$4,645,000.00
County	124	342	\$13,577,500.00
<b>2004</b>			
City	70	388	\$4,087,000.00
County	131	503	\$10,620,000.00
<b>2005</b>			
City	77	354	\$4,540,000.00
County	129	477	\$11,051,000.00
<b>2006</b>			
City	74	295	\$3,610,000.00
County	147	476	\$14,635,000.00
<b>2007</b>			
City	60	125	\$4,323,500.00
County	153	486	\$10,884,025.00
<b>2008</b>			
City	41	60	\$729,500.00
County	96	363	\$6,668,500.00



# Santa Barbara City & County Average Spending

1999-2008 Average Spending	
County	\$9,265,352.50
City	\$3,820,750.00



# Santa Barbara City & County EIR

City	
Year	Economic Impact
2007	\$4,323,500.00
2008	\$729,500.00
<b>Total Percentage Change</b>	<b>-83%</b>

County	
Year	Economic Impact
2007	\$10,884,025.00
2008	\$6,668,500.00
<b>Total Percentage Change</b>	<b>-39%</b>

# SANTA BARBARA

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## New Marketing Efforts

- Redesigned E-newsletter
- Promotional DVD
- Partnership with Santa Barbara International Film Festival





# E-Newsletters

## Original SB Film Weekly Newsletter

Greetings [SB Film Weekly](#) readers!

Tomorrow night's [Mobile Media Summit](#) at SBCC's West Campus sounds really interesting with information about emerging technology...and free food.

Fans of *Montecito Journal* humorist [Jim Alexander](#) will enjoy hearing his work read by Henry Brown at [Speaking of Stories](#) Monday night at the [Lobero](#).

Tuesday evening is the night for mixers. The [SB Young Professionals](#) will be in town at [Fess Parker's DoubleTree](#), and the [SYV Tech Club](#) will be in [Solvang](#).

Other events **HAPPENING THIS WEEK** - See [Film Weekly](#) for details

Lompoc Chamber Mixer - Thursday, May 15, 5:30-7:30 pm, 828 North H St

101 One Hundred - Thursday, May 15, 5:30-7:30 pm, Four Seasons Biltmore

*The Wedding* - May 16-24, Center Stage

International Museum Day - Sunday, May 18

Doc Nite: *Protagonist* - Monday, May 19, 7:30 pm, 101 S. Quarantina

*Na Kamalei: The Menu of Hula* - Wednesday, May 21, 6 pm, UCSB MCC Theater

Let your colleagues know about your accomplishments, projects, and events. Send Film Weekly submissions to: [lisa@ninetydegreesmedia.com](mailto:lisa@ninetydegreesmedia.com)

Other Film Commission related items (Production Guide, permits, etc.) should go to [geoff@filmsantabarbara.com](mailto:geoff@filmsantabarbara.com).

Here's the URL if the above links didn't work:

[http://www.filmsantabarbara.com/filmweekly/this\\_week.htm](http://www.filmsantabarbara.com/filmweekly/this_week.htm)

### Quotes of the Week:

"I always wondered why somebody doesn't do something about that. Then I realized I was somebody." ? Lily Tomlin

"We must live as we think, otherwise we shall end up by thinking as we have lived." ? Paul Bourget

"Only a man who knows what it is like to be defeated can reach down to the bottom of his soul and come up with the extra ounce of power it takes to win when the match is even." ? Muhammad Ali

"Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself." ? Harvey Fierstein

"The power of imagination makes us infinite." ? John Muir

- Text only Format with live links
- Weekly 'bulleted' formula
- Lack of in-depth information

# Newly Redesigned Santa Barbara Film Monthly E- Newsletter



- Aesthetically pleasing design utilizing new identity and logo

- In-depth information

- Integration with **filmsantabarbara.com**

and

**santabarbaraCA.com/filmtours**



# Santa Barbara Film Monthly E-newsletter Performance

Date Sent	Emails Sent	Unsubscribes	Click-Through Rate
August-08	767	4	17.3%
September-08	751	1	14.6%
October-08	753	0	15%
December-08	751	3	9.9%
January-09	740	2	12.5%
February-09	734	1	11.2%
<b>Averages:</b>	<b>749.33</b>	<b>1.83</b>	<b>13.42%</b>

\* Standard performance on E-newsletters = avg. 5% +/- Click-Through Rate

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## Promotional DVD

- Two minute “reel” of T.V., Commercials and Features shot in S.B. County
- Slideshow showcasing variety of locations and “looks”

A collage of four images showcasing Santa Barbara locations. The top-left image shows a clock tower at night. The top-right image shows a street scene at night. The bottom-left image shows a marina with sailboats. The bottom-right image shows a coastal town at night.

**Notable Recent Films Shot in Santa Barbara County**

- There Will be Blood • (Paramount)
- Pirates of the Caribbean 3 • (Disney)
- Deathproof (Dimension) •
- Monster-in-Law (New Line) •
- Sideways (Fox Searchlight) •
- Spartan (Warner Brothers) •
- Hidalgo (Disney) •
- Seabiscuit (Universal)...

**Recent Commercials**

- Porsche • U.S. Army • Dodge
- Miller Lite • Frito Lay •
- BMW • Land Rover • Honda
- Firestone Tires • Nissan
- Campbells • California
- Tourism Campaign •
- Minute Maid • Chevy •
- Toyota • Lexus...



# Distribution of DVD

- Location Scouts
- Advertising Agencies

- Studio Executives
- Filmmakers



Cecil B. DeMille, Billy Wilder, Ridley Scott, Andy Davis, Quentin Tarantino, Paul Thomas Anderson—they and other great film talents found what they were looking for in Santa Barbara County. Charlie Chaplin made so many movies here, he decided to build a studio and a hotel to accommodate his friends and family.

Why'd they come? White sand beaches, winding country roads, and secluded islands, to start. Period correct Spanish Missions, small towns evocative of the heartland, rustic ranches, bucolic vineyards, grand multi-million dollar estates, magnificent dunes, untouched coastline, picturesque lakes, meandering rivers, industrial sites. And then there's the cooperative Mediterranean climate.



Santa Barbara offers blue skies and balmy temperatures only ninety minutes from Los Angeles, and a populace that's the perfect combination of film savvy and film friendly. Whether you're shooting a commercial or a feature, a still campaign or a music video, whether the job requires a multitude of locations or just one perfect shot, Santa Barbara County is here for you.

For more information:  
[www.filmsantabarbara.com](http://www.filmsantabarbara.com)





## Groundbreaking Partnership with SBIFF



SANTA BARBARA  
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- Elevate the profile of the Film Commission and Santa Barbara County
- Distribution of Promotional DVD and marketing materials to over 300 filmmakers
- Distribution of Promotional DVD and materials to “A” list creative personnel

# SANTA BARBARA

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## Rationale for Continued Funding

- The County Reaps the Benefit of Production
- New Opportunities to Grow the Local Economy



# 2009 Outlook



## January 2009

Location	Number of Productions	Number Of Days	Economic Impact
City	5	6	\$160,000.00
County	17	62	\$1,583,000.00

# Moving Forward



Momma's Boys crew



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