

CONFERENCE + VISITORS BUREAU + FILM COMMISSION



SANTA BARBARA



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

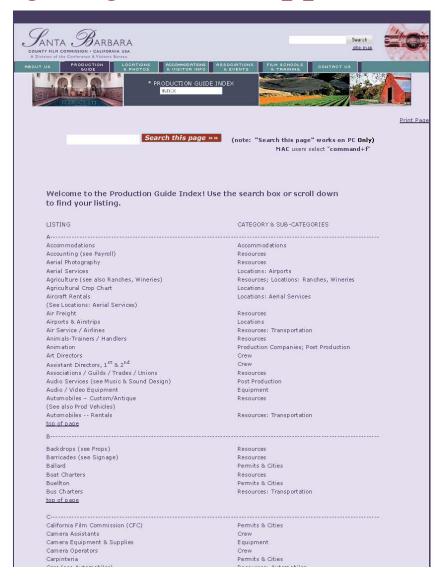


- Support in scouting and obtaining locations
- Serve as an intermediary to both facilitate filming and protect the needs of the community.



Providing Logistical Support

Maintaining and providing information on production services and goods.





SANTA BARBARA COUNTY FILM COMMISSION

Trends

- Entertainment Industry Trends
- Santa Barbara County Trends





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	
	19	99		
City	62	210	\$2,525,000.00	
County	129	509	\$5,430,000.00	
	20	00		
City	108	389	\$3,575,000.00	
County	182	644	\$7,125,000.00	
	20	01		
City	77	435	\$3,810,000.00	
County	143	396	\$5,235,000.00	
	20	02		
City	69	406.5	\$6,262,500.00	
County	92	260.5	\$7,427,500.00	
	20	03		
City	66	309	\$4,645,000.00	
County	124	342	\$13,577,500.00	
	20	04		
City	70	388	\$4,087,000.00	
County	131	503	\$10,620,000.00	
	20	05		
City	77	354	\$4,540,000.00	
County	129	477	\$11,051,000.00	
2006				
City	74	295	\$3,610,000.00	
County	147	476	\$14,635,000.00	
2007				
City	60	125	\$4,323,500.00	
County	153	486	\$10,884,025.00	
2008				
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		
Total Percentage Change	-83%		

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





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 <u>SB Young Professionals</u> will be in town at <u>Fess Parker's DoubleTree</u>, and the <u>SYV Tech Club</u> will be in <u>Solvang</u>.

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

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

Here?s the URL if the above links didn?t work:

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

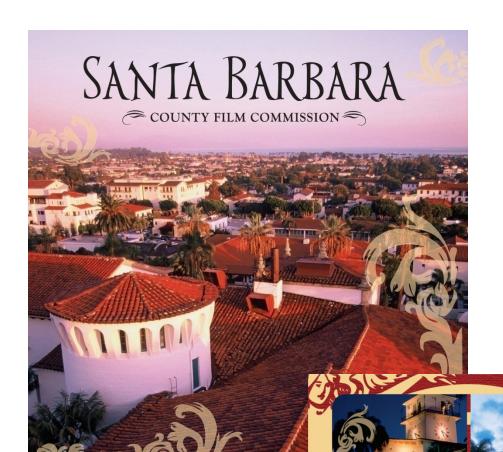
santabarbaraCA.com/filmtours



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%
Averages:	749.33	1.83	13.42%

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



Promotional DVD

• Two minute "reel" of T.V.,

Commercials and Features shot in S.B.

County

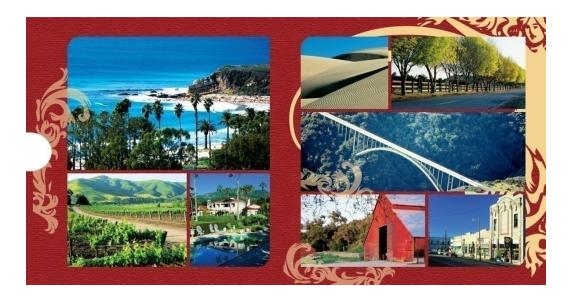
 Slideshow showcasing variety of locations and "looks"

> 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)...

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





Groundbreaking Partnership with SBIFF





- 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





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



CONFERENCE + VISITORS BUREAU + FILM COMMISSION