

The image features the official logo of Santa Barbara County, which consists of the words "Santa Barbara" in a white, stylized script font. The letters are interconnected, with the 'S' and 'B' being particularly large and ornate. The logo is superimposed on a background photograph of a large, modern building with a dark facade and a prominent palm tree in the foreground. The entire scene is framed by a dark border.

Santa
Barbara

County Film Commissioner: A Presentation



A little history of film in Santa Barbara County

Why This Matters

Creative Economy: ~\$3.8B
locally and growing

State film tax credit
extended through 2030
(\$750M/year)

Strong position near Los
Angeles—but under-
leveraged



Sideways, 2004

The Problem

Multiple jurisdictions
and departments

No single point of
contact

Delays and uncertainty
push productions
elsewhere



Love Island: USA, 2022

Proposed Approach

One position—not a large bureaucracy

One-stop service for permitting and coordination

Track outcomes: filming days, spending, jobs, tax revenue



Scarface, 1983

Raising Our Profile

Promote Santa Barbara County and cities

Increase exposure internationally

Attract productions and support tourism



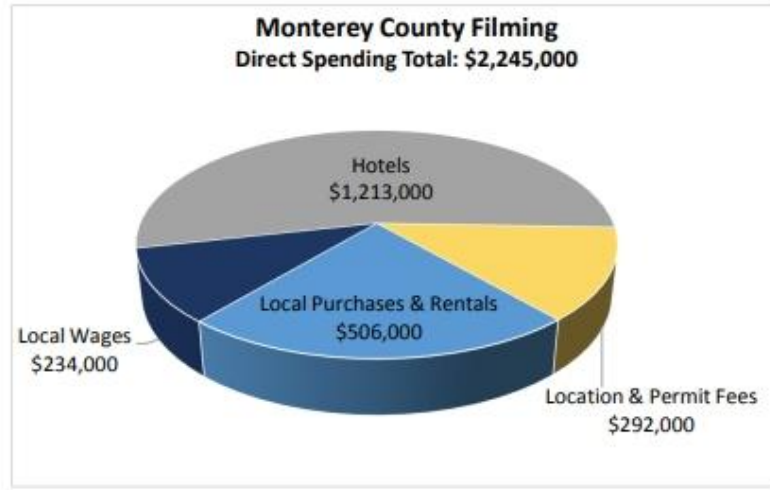
The Ten Commandments, 1956



Regional Expenditure Report Monterey County

The California Film Commission promotes film, television and commercial productions across the state in an effort to increase production, jobs and spending in California. This regional report

summarizes the economic benefit to Monterey County as a result of the filming of *Big Little Lies*. This limited series from HBO contributed more than \$2.2 million to Monterey County's economy.



Statistics from the filming of *Big Little Lies* in Monterey County:



Shoot Days: 20

Local Crew: 23

Local Extras: 352

Regional Expenditure Report

Monterey County

The California Film Commission works with our local film offices to attract and assist film, television and commercial productions across the state. Media productions create jobs and provide economic impact to local communities. This regional report summarizes the economic benefit to Monterey County from season 2 of the HBO series *Big Little Lies*. In 2018 - 2019, this drama series contributed more than \$3.6 million to Monterey County's economy.

Big Little Lies (Season 2) Local Spend in Monterey County: \$3,692,000



Extras: 1,040

Shoot Days: 34



Implementation Options

Arts & Culture model
(recommended)

Co-funding with City of Santa
Barbara

Scalable with other cities

Public-private or hybrid
alternatives

Bottom Line

The background image shows the interior of a classic car, likely a 1967 Ford Mustang, from the perspective of the driver. The driver's hands are on the steering wheel, and the dashboard with its three circular gauges and a red center panel is visible. A rearview mirror is mounted on the windshield. The car is parked in front of a stone building with an arched entrance.

Increase economic vitality. Supports local businesses and jobs

Small investment, strong economic return

We're capturing demand—not creating it



Questions?