



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: CEO
Department No.: 012
For Agenda Of: 2/10/2009
Placement: Set Hearing
Estimate Time: 10 MIN. on 2/17/09
Continued Item: NO
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director(s) Michael F. Brown, County Executive Officer
Contact Info: Michael Allen, Chief Deputy Clerk of the Board - 568-2240
SUBJECT: Activities of the Santa Barbara Conference and Visitors Bureau and Film Commission

County Counsel Concurrence:

As to form: Yes No N/A

Auditor-Controller Concurrence:

As to form: Yes No N/A

Other Concurrence: N/A

As to form: Yes No N/A

Recommended Action(s):

That the Board of Supervisors:

Receive and file a presentation from the Santa Barbara Conference and Visitors Bureau and Film Commission highlighting the ongoing efforts of the Film Commission.

Summary:

The Santa Barbara Conference and Visitors Bureau and Film Commission is a non-profit corporation charged with designing and implementing strategies relative to marketing Santa Barbara County as a vacation and business destination and with providing visitors and travel professionals with service options and information regarding Santa Barbara County. In addition, the Film Commission works to market Santa Barbara County as a site for on-location filming to producers and location managers.

The SBCVB&FC presentation will highlight the overall mission and business development function of the Film Commission and update the County on current and upcoming marketing efforts which County funds have helped to support. The presentation will include an overview of the commission's function, the distribution of samples of newly developed materials which they are using to market Santa Barbara County as a production destination, and a brief PowerPoint presentation explaining the recent history and current trends in the arena of film production in our County.

Background:

As an economic generator, tourism consistently ranks as one of the top sectors in the Santa Barbara County economy. In FY 2006 – 2007, Leisure and hospitality services including hotel/motel operations and food service accounted for approximately 22,683 jobs countywide and the approximately 11 million tourists who visited Santa Barbara County spent an estimated 1.44 Billion.

In addition to marketing efforts, the County Film Commission provides guidance with permits, locations, crew referrals, lodging, etc. In 2006–2007 there were 221 productions and 769 shoot days in Santa Barbara County with an economic impact of \$18 million and a ripple-down effect of approximately \$46 million. In 2007-2008 there were 153 productions and 486 shoot days. These productions included catalogs, magazine and auto stills, commercials, television and movies.

During FY 2008-2009 Budget Hearings, the Board of Supervisors approved an allocation of \$105,914 to support the efforts of the SBVCB&FC and an additional \$75,000 specifically for Film Commission activities.

Fiscal and Facilities Impacts:

Budgeted: Yes No

Fiscal Analysis:

Narrative:

Staffing Impact(s):

Legal Positions:

FTEs:

Special Instructions:

N/A

Attachments:

N/A

Authored by:

Michael Allen, Chief Deputy Clerk of the Board

568-2240

