



Memorandum

Date: September 2, 2010

To: Roberta Boomer, Secretary to the Board of Directors, SFMTA

From: Lorrae Rominger, President, SF Film Commission

Re: Proposed changes to Transportation Code Section 311 [Establishment of fees for use of parking meters for events or activities]

FILM COMMISSION

LORRAE ROMINGER
PRESIDENT

MARLENE SHARON SARITZKY
VICE PRESIDENT

WILLIAM ADAMS

MELANIE BLUM

DENISE BRADLEY

PETER BRATT

DEBBIE BRUBAKER

DON M. CANADY

JOAN CHEN

ROBERT MORALES

VILLY WANG

OFFICE STAFF

LAUREL BETTIKE BARSOTTI
PERMIT COORDINATOR

CHRISTINE MUNDAY
PERMIT COORDINATOR

On September 2, 2010, the San Francisco Film Commission voted unanimously to pass a motion urging the Board of Directors of the SFMTA to **reject** the proposed changes to Transportation Code Section 311.

Ayes: 8

Absent: 3

Noes:

Recused:

The adoption of these charges will adversely affect the Film Commission's efforts to create jobs and bring business to San Francisco. Film production is very important to the City of San Francisco; it is environmentally clean, generates over \$365 million to the local economy, creates jobs and fuels our tourism industry. As an example, NBC's *Trauma* generated approximately \$9.4 million dollars of direct spending during their single season of filming. When using the economic multipliers established by the RIMS II Model it can be estimated that *Trauma*'s spending generated over \$27 million dollars of spending for our local economy.

The financial benefits generated by film production and other special events are an important part of San Francisco. Adoption of the proposed fees would harm San Francisco's ability to attract these events to our fine City. We strongly urge you to reject these proposed changes to Section 311 of the Transportation Code.



WWW.FILMSF.ORG

CITY & COUNTY OF SAN FRANCISCO

OFFICE OF THE MAYOR ■ CITY HALL ■ ROOM 473

ONE DR. CARLTON B. GOODLETT PLACE

SAN FRANCISCO ■ CALIFORNIA ■ 94102

TEL 415 554 6241 ■ FAX 415 554 6503