



San Francisco Film Commission Report to the Board of Supervisors

RE: Scene in San Francisco Rebate Program

CY2012

Purpose:

The purpose of the Scene in San Francisco Rebate Program is to help increase the number of qualified film productions being made in San Francisco, increase the number of City residents employed in the film making industry and encourage the resulting economic benefits.

History:

In 2006, the Scene in San Francisco Rebate Program was created to increase film production, local hiring and economic benefits to San Francisco. The program gives qualifying productions a dollar for dollar refund of: (a) fees or taxes paid into the City's general fund; (b) moneys paid to the City for use of City property, equipment, or employees, including additional police services; and (c) use fees for film production in the City. The program was originally appropriated \$1.8 million to be spent over three years. In 2009, the program was extended for three more years with a new allocation of \$1.8 million and the total rebate per production was capped at \$600,000.

In June 2012, the Scene in San Francisco Rebate Program was extended an additional 2 years, with an additional allocation of up to \$2 million.

Eligibility:

To qualify for the rebate, a production must be a feature length film, television production, or documentary (i.e. commercials are ineligible) and filmed primarily in San Francisco. Productions with budgets less than \$3 million must film 55 percent of their principal photography in San Francisco and productions with budgets greater than \$3 million must film 65 percent in San Francisco. In 2009, the Board of Supervisors added a requirement that productions show demonstrated efforts to hire vulnerable San Francisco residents through the First Source Hiring Program. In September 2012, the Board of Supervisors voted to include unscripted television episodes (reality) and feature length documentaries in the types of productions eligible to apply for the rebate.

CY2012 Applications to the Scene in San Francisco Rebate Program:

In CY2012, three feature length films applied for the Scene in San Francisco Rebate program. Two of them received a rebate.

Woody Allen's *Blue Jasmine* received a rebate of \$160,508.34. The film was shot primarily in San Francisco, hiring 64 local crew and 104 local background extras for a total of 168 local hires. In addition, they hired 18 employees from the First Source Hiring Program who performed security for the film. The production had a local spend of more than \$827,000, including 399 hotel room days. The film stars Cate Blanchett, Sally Hawkins, Peter Sarsgaard, Louis C.K and William Baldwin and is scheduled for release in the US in July of 2013.

Test was the second film which received a rebate from the Scene in San Francisco Rebate Program, with a total rebate of \$1,618. The film was written and directed by local independent film maker, Chris Mason Johnson and shot for a total of 25 days in San Francisco. The film had a total of 34 local crew and had a total local expenditure of \$41,137. The production had no FSHP employees, as they had no paid entry level positions on this film.

The third film which applied for the rebate never completed filming, so they did not receive any rebate for CY2012.

Additionally the Disney stop motion animation film *Cinderbiter* was expected to receive a rebate in CY2012, after applying in CY2011, but the film folded before completing production and did not ask for any final rebate.

Other Production:

In CY2012, the Film Office issued permits for a total of 1062 shoot days. This is down 1.5% since CY1011, but up 25% since CY2010 and up 65.6% since CY2009. Permit fees collect in CY2012 were \$164,700, down 7% since CY2011, but up 6.5% since 2010 and 49% since CY2009.

SHOOTING DAYS CY2009 – CY2012

	C/I	D	Feature	MW	Music Video	PSA	Short	Still Photo	St Film	TV Comm	TV Series	Web	Total Shoot Days	Total Permit Fees
2009	29	49	28	3	0	0	11	188	61	59	172	41	641	\$110,200
2010	60	38	36	0	0	0	22	312	57	96	189	38	848	\$154,546
2011	71	41	193	0	8	0	9	307	69	137	187	57	1079	\$177,700
2012	91	63	219	0	6	1	9	290	32	103	161	87	1062	\$164,700

CI = Corporate Industrial, D = Documentary, MW = Movie of the Week, PSA = Public Service Announcement,

St Film = Student Film, TV Comm = TV Commercial

Notable productions which shot a portion of their films or television shows in San Francisco were 20th Century Fox's *The Internship*, starring Vince Vaughn and Owen Wilson, the television shows *Alcatraz*, *Red Widow*, *X Factor*, *4 Weddings*, and *Startups Silicon Valley*, along with a viral video for Ken Block & DC Shoes *Gymkhana*, which had close to 42 million views.

The Film Office strives to service productions in an attentive and timely fashion, hoping to make their work in our City a fluid and positive experience. In that light, the Film Office received some positive feedback from *Blue Jasmine* producer Helen Robins after wrapping the latest Woody Allen film: "Filming in San Francisco does present its challenges, as does any city in the world, but I had a great crew and I've never had a better personal experience working with a film commission. The Film Office team was always there for anything we needed and really understood our need for flexibility."

