

**2015** **FILM**  
**SF**

ANNUAL REPORT

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# FILMSF

## ANNUAL REPORT FY 14/15

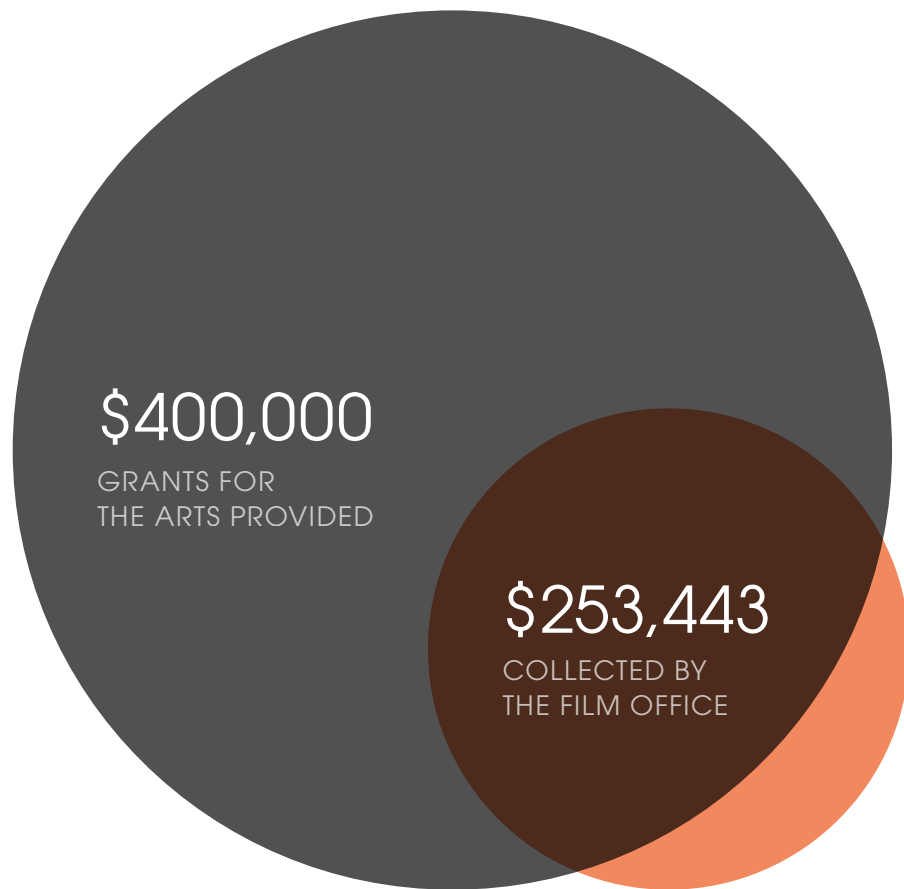
The San Francisco Film Commission works to develop and promote film and media production activities in San Francisco. We proactively market San Francisco as a filming destination for the motion picture, television, advertising and other related industries for the purpose of stimulating economic development and creating jobs within the City and County of San Francisco, while also working with the local film community to support local projects with significant ties to San Francisco.

The Film Commission issues permits to productions shooting in San Francisco, working closely with other City Agencies such as SFPD, SFMTA, the Port of San Francisco, and the DPW to coordinate and facilitate the needs of the productions, the City and its residents. It also creates opportunities for film and media-related industry professionals and students to connect and innovate in order to build San Francisco's vibrant legacy for being a premiere film and media production location.

# FUNDING

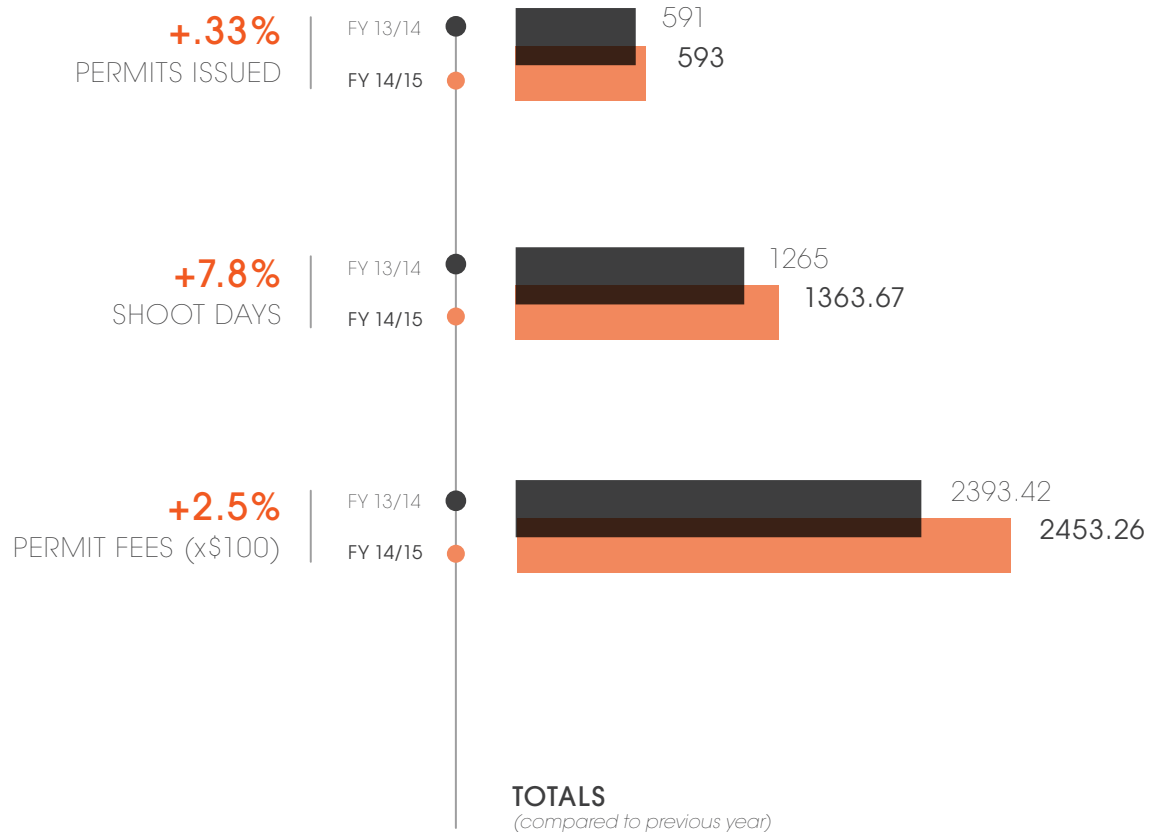
## SAN FRANCISCO FILM COMMISSION

Funding for the San Francisco Film Commission comes from the collection of permit fees and the Hotel Tax funds from Grants for the Arts.

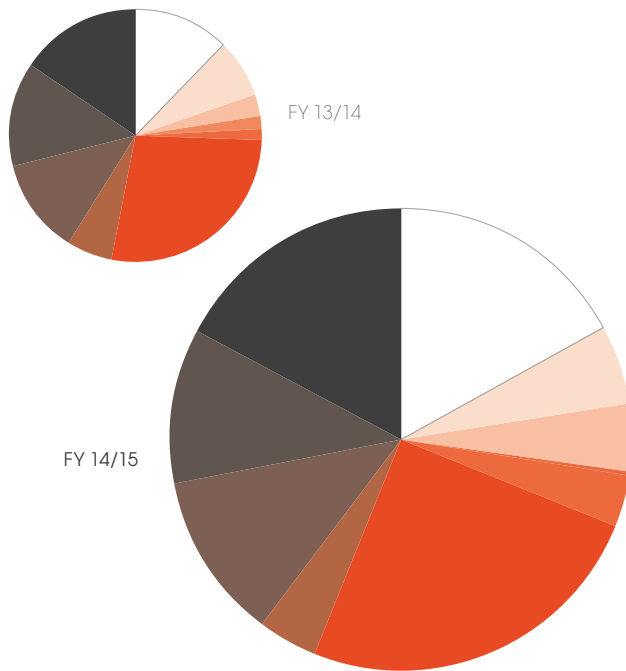


# FILMING STATISTICS

## PERMITS



## PERMITS ISSUED

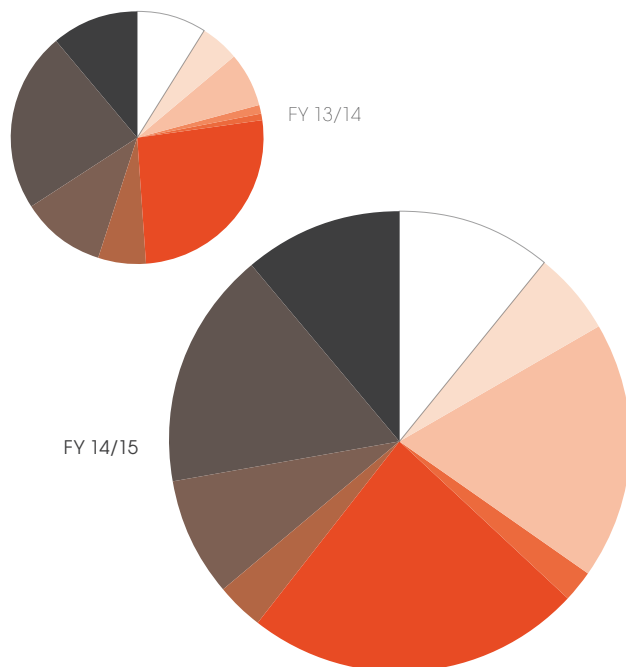


FY 13/14 FY 14/15 FILM TYPE

73	<b>101</b>	○ Corp/Industrial
43	<b>33</b>	○ Documentary
16	<b>28</b>	○ Feature
10	<b>2</b>	○ Music Video
12	<b>21</b>	○ Shorts/PSA
158	<b>149</b>	○ Still Photography
40	<b>24</b>	○ Student Film
71	<b>69</b>	○ Tv Commercial
79	<b>65</b>	○ Tv Series
89	<b>101</b>	○ Web

591 **593** **TOTALS**

## # OF SHOOT DAYS

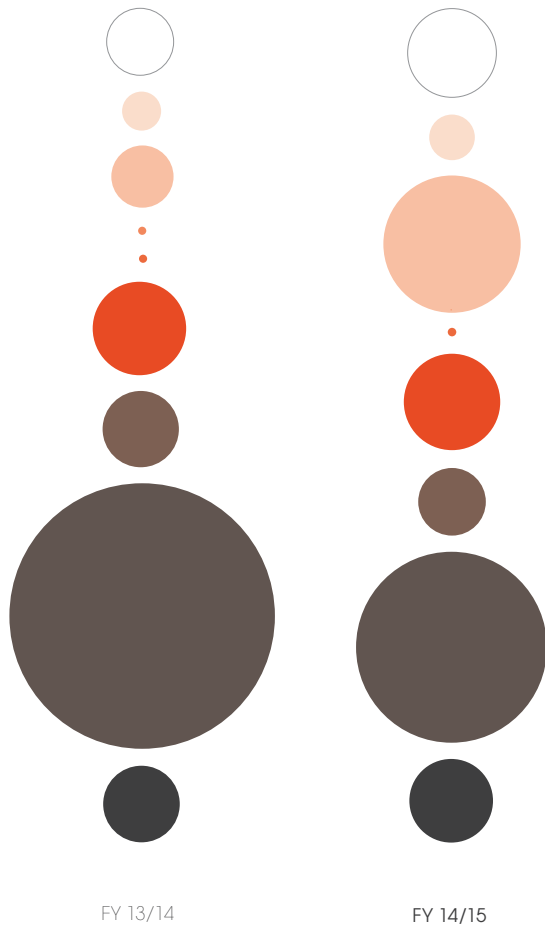


FY 13/14 FY 14/15 FILM TYPE

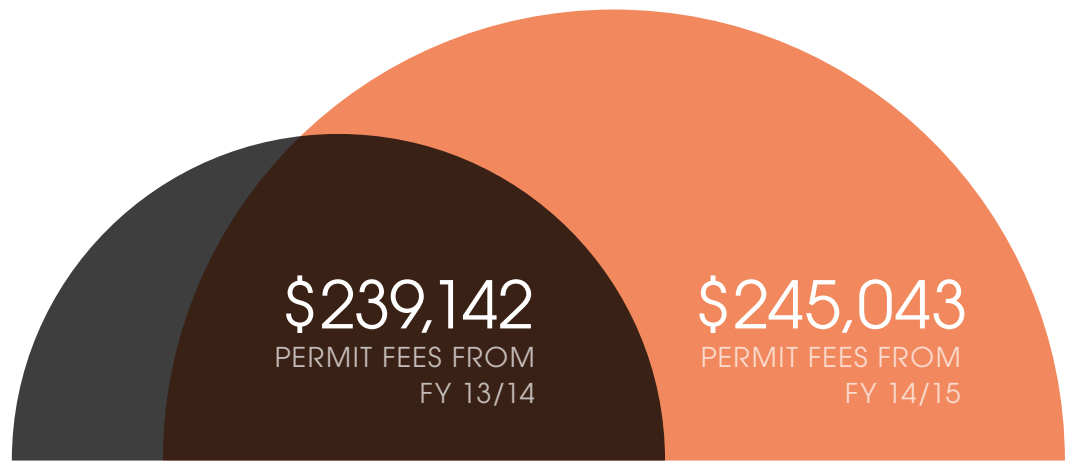
114	<b>153</b>	○ Corp/Industrial
64	<b>79</b>	○ Documentary
75	<b>249</b>	○ Feature
14	<b>2</b>	○ Music Video
18	<b>29</b>	○ Shorts/PSA
318	<b>326</b>	○ Still Photography
98	<b>49</b>	○ Student Film
135	<b>115</b>	○ Tv Commercial
302	<b>229</b>	○ Tv Series
145	<b>152</b>	○ Web

1283 **1383** **TOTALS**

# PERMITS FEES (x\$100)



FY 13/14	FY 14/15	FILM TYPE
230	305.93	○ Corp/Industrial
134	155.2	● Documentary
213.65	467	● Feature
28	4	● Music Video
28	29	● Shorts/PSA
321	328	● Still Photography
0	0	● Student Film
262	230	● Tv Commercial
911.77	649.5	● Tv Series
263	284.5	● Web



# NOTABLE PRODUCTIONS

FILMED IN S.F.

## FEATURE FILMS

*San Andreas*  
**Warner Brothers**

*Ant Man*  
**Marvel**

*Terminator Genisys*  
**Paramount**

*Steve Jobs*  
**Universal Pictures**

*Looking, Season 2*  
**HBO**

*The Mindy Project*  
**FOX**

*American Idol*  
**FOX**

*Shark Tank, Season 6*  
**ABC**

*Million Dollar Listing SF*  
**Bravo**

*House Hunter's International*  
**HGTV**

*Bizarre Foods Delicious  
Destinations with Andrew  
Zimmerman*  
**Travel Channel**

*Murder in the First, Season 2*  
**TNT**

## TELEVISION



# SCENE IN S.F. REBATE PROGRAM

## BRINGING FILM TO S.F.

The purpose of the Scene in San Francisco Rebate Program is threefold:  
1, increase the number of qualified film productions being made in San Francisco;  
2, increase the number of City residents employed in the film making industry;  
and 3, encourage the resulting economic benefits.

The program was created in 2006, with \$1.8 million appropriated for 3 years. Initially, the program gave productions a dollar for dollar refund of: (a) fees or taxes paid into the City's general fund; (b) monies 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. In 2009, the program was extended three years, but legislation was passed to exchange the original program per production cap of taxes paid to the City to a maximum of \$600,000 of fees paid to the City.

In June 2012, the program was extended again for two more years, with an allocation of up to \$2 million. The program was extended again in June 2014 for an additional four years, with an additional allocation of up to \$4 million.

The Scene in San Francisco Rebate Program was a main attraction for three high-profile productions to base here: HBO's *Looking Season 2*, Netflix' *Sense8* and Universal's *Steve Jobs*. These **three productions** shot here for a total of **154 days**, providing considerable employment to local crew and actors. These productions additionally prepped their shoots for weeks in advance, providing even longer term employment to the crew needed to assist with that.

Four productions qualified for rebates from the Scene in San Francisco Rebate Program in FY14/15. One production, Netflix' *Sense8*, actually shot the previous fiscal year, but their rebate was issued in early FY14/15. The *Steve Jobs* film was shot during FY14/15, but their rebate was issued in early FY15/16. Both are reflected in the calculations below.

When including all productions which qualified for or received their rebate in FY14/15, these **four productions** received a total of **\$1,323,995** in rebated City fees. These four production companies **spent** a total of **\$12,826,828** locally. This number includes salaries to local crew/actors and as well as expenditures on items such as gas, hotels, car rentals, location fees, office supplies, lumber, security, equipment rentals, catering, etc. **For every dollar rebated to these productions, \$9.68 was spent locally.**

# SCENE IN S.F. REBATE PROGRAM

FY 14/15

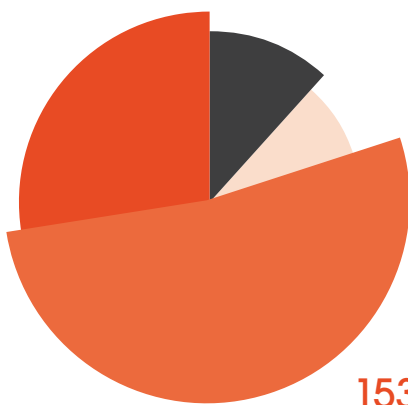
S.F.  
PRODUCTION  
COMPANY /  
FILM

UNPRONOUNCEABLE PRODUCTIONS LLC  
"Sense8"

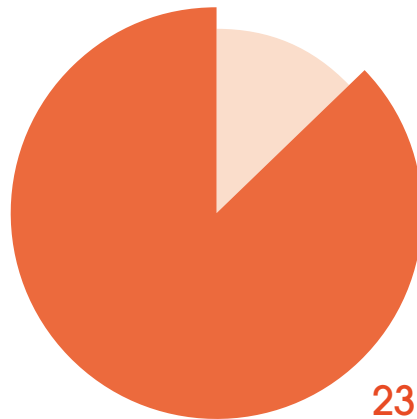
RDF PRODUCTIONS  
"Steve Jobs"

MISSION STREET PRODUCTIONS (HBO)  
"Looking"

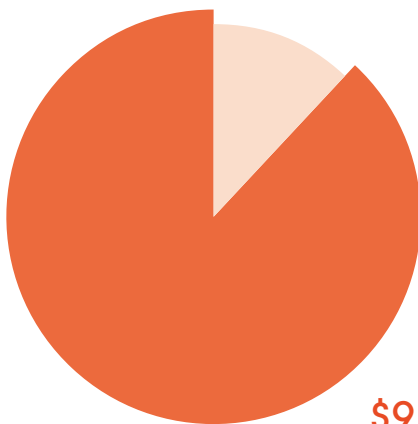
SUTRO FILMS  
"Americana"



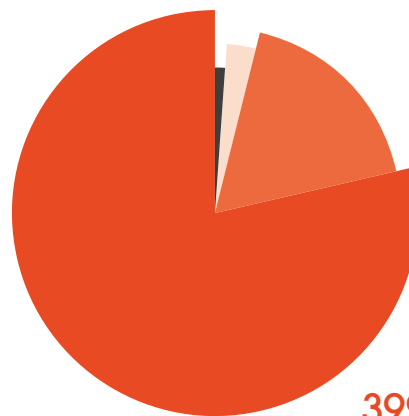
**153.8**  
SHOOTING  
DAYS



**23**  
# OF FIRST  
SOURCE HIRES



**\$9,135.66**  
FIRST SOURCE  
WAGES/COMP



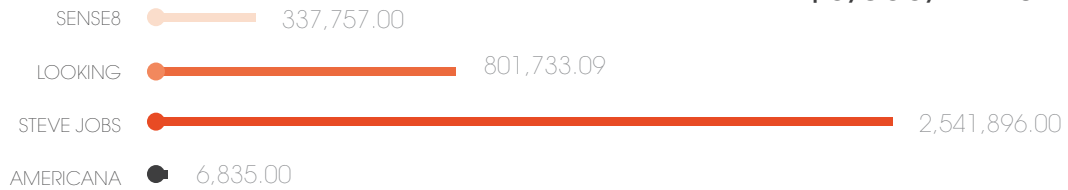
**3998**  
# OF S.F.  
EMPLOYEES

S.F.  
PRODUCTION  
COMPANY /  
FILM

- UNPRONOUNCEABLE PRODUCTIONS LLC  
"Sense8"
- MISSION STREET PRODUCTIONS (HBO)  
"Looking"

- RDF PRODUCTIONS  
"Steve Jobs"
- SUTRO FILMS  
"Americana"

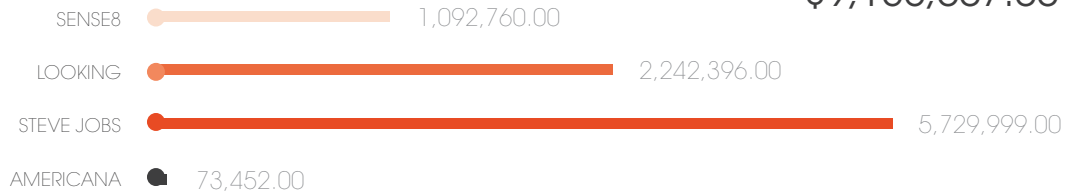
TOTAL WAGES/COMP  
**\$3,688,221.09**



AMOUNT OF REBATE  
**\$1,323,995.79**



DIRECT SPEND  
**\$9,138,607.00**



The rebate program's ability to draw such high quality productions to base in San Francisco not only helps to provide longer term employment for local crew and actors, but injects considerable amounts of money into the local economy. In addition, the images scene around the world in these productions help to attract tourists to San Francisco.

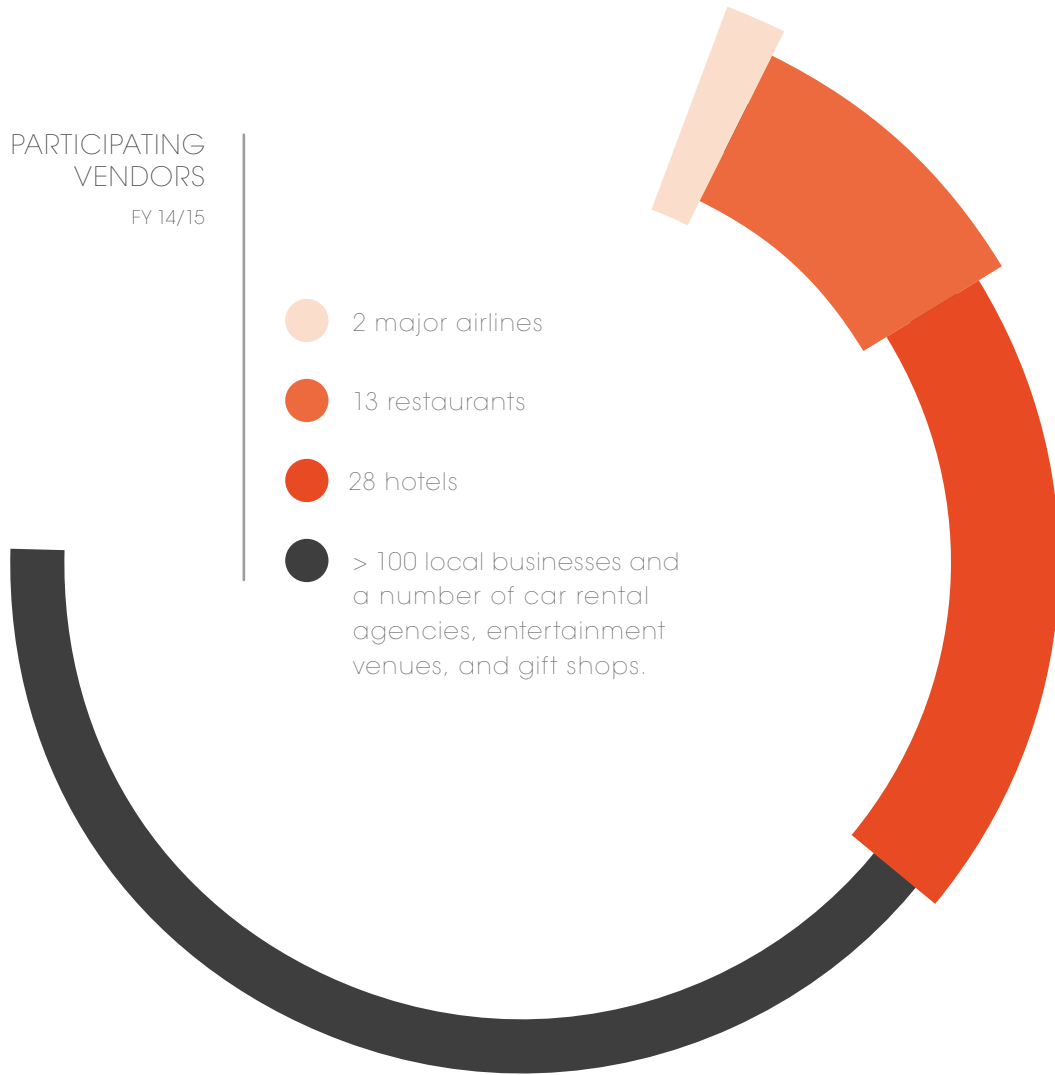
# FILM OFFICE PROGRAMS

## VENDOR DISCOUNT PROGRAM

The Vendor Discount Program was established in January 2010 to attract more productions by offering additional financial incentives when shooting in San Francisco. This program provides an opportunity for production companies and their crew members to receive discounts while using the services of participating businesses and local merchants.

PARTICIPATING  
VENDORS  
FY 14/15

- 2 major airlines
- 13 restaurants
- 28 hotels
- > 100 local businesses and a number of car rental agencies, entertainment venues, and gift shops.



## SFFCFS GRANT

The San Francisco Film Commission Film Space (SFFCFS) grant is designed to provide financial assistance to nonprofit organizations that assist locally based independent filmmakers by providing low-cost office and film production space in San Francisco in order to facilitate film production activities in San Francisco. In FY 13/14, the grant was expanded to a 2 year program.

### ELIGIBILITY REQUIREMENTS

- Applicant's mission focuses on the development and production of film in San Francisco through support and education of individual filmmakers.
- Tax-exempt organization. All applicants must be tax exempt charitable organizations under Section 501(c)(3) of the internal revenue code.
- The organization's headquarters and primary operations must be in San Francisco or the San Francisco Bay Area.
- The filmmakers supported by the organization must be actively engaged in a film, video, television or other moving image project in any genre and in any stage of production – from screenwriting to strategizing the project's exhibition, distribution and outreach plan.
- Continuing and stable presence in the community. The organization has a continuing existence and ongoing operations.
- Applicants must demonstrate that they own or are leasing a facility suit able for ongoing use by two or more filmmakers (the "subgrantee film makers") for film office and film production activities and that such ownership or lease will continue for at least one year.

FY 14/15 was the second year of the two year grant which had been given to Ninth Street Independent Film Center's **Media Arts Incubator Program in FY13/14. Ninth Street's Media Arts Incubator Program** offers access to workspace, knowledge sharing, outreach opportunities, networking events, meeting and exhibition space on an annual basis. Ninth Street makes workspaces and shared resources available to individual filmmakers through the Media Arts Incubator Program to nurture groundbreaking independent media projects.

A total of five filmmaker projects are selected each year for the Incubator, with each resident filmmaker provided 100 sq. ft. of individual workspace, access to all shared spaces and 5 hours of free meeting or exhibition per month in the well-appointed Ninth Street screening room (particularly of value to filmmakers, in production and post-production).

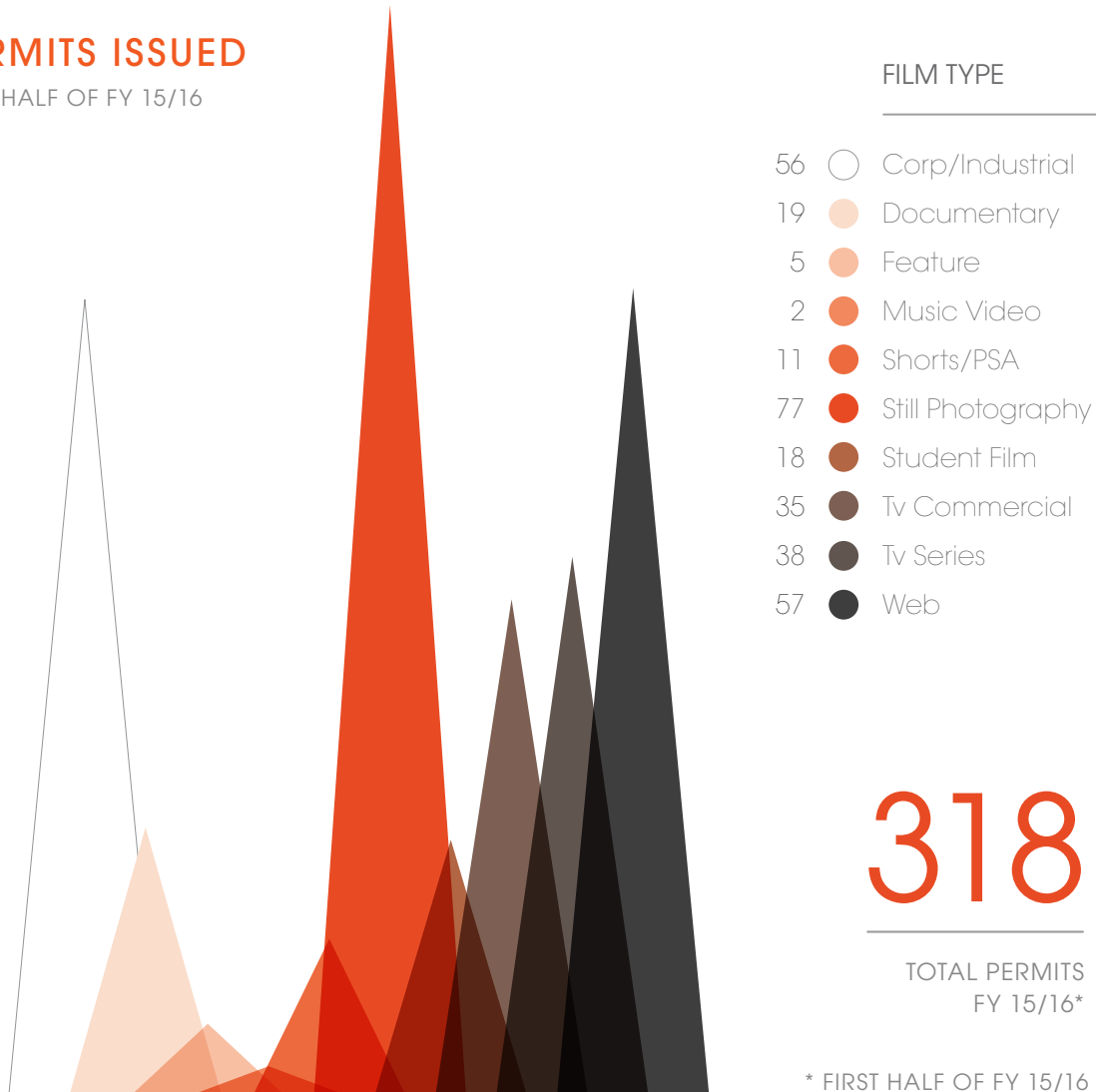
# PROJECTIONS FOR FY 15/16

FROM 7.1.2015—12.17.2015

With a robust first half of FY14/15 we anticipate a strong outcome for the entire fiscal year, especially considering the feature films and series which are currently slated to base here.

## PERMITS ISSUED

FIRST HALF OF FY 15/16



## # OF SHOOT DAYS



### FILM TYPE

- 85 ○ Corp/Industrial
- 25 ● Documentary
- 40 ● Feature
- 3 ● Music Video
- 15 ● Shorts/PSA
- 145 ● Still Photography
- 28 ● Student Film
- 66 ● Tv Commercial
- 73 ● Tv Series
- 84 ● Web

## PERMIT FEES (X\$100)



### FILM TYPE

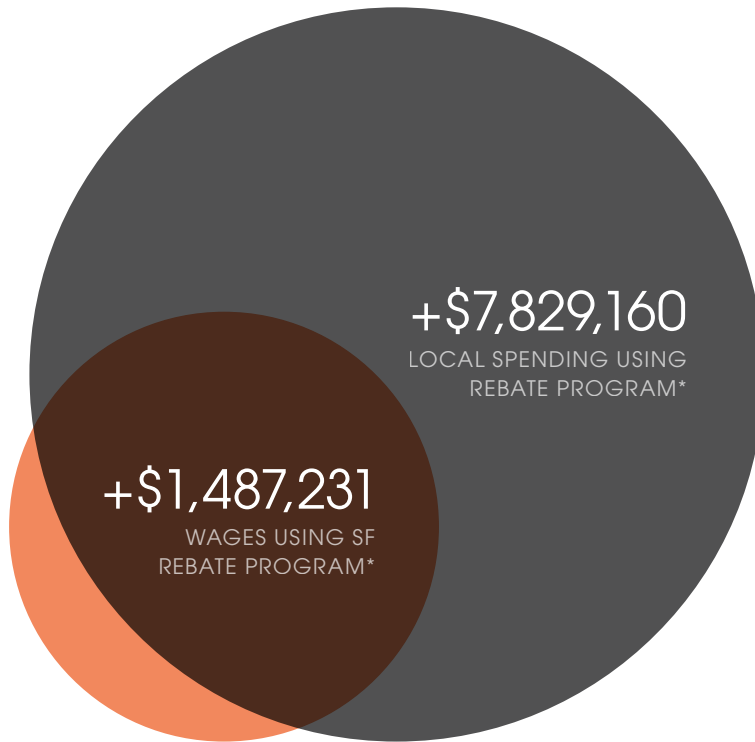
- 168 ○ Corp/Industrial
- 49.5 ● Documentary
- 95.5 ● Feature
- 2 ● Music Video
- 1.6 ● Shorts/PSA
- 148 ● Still Photography
- 0 ● Student Film
- 130 ● Tv Commercial
- 213 ● Tv Series
- 9 ● Web

In the first half of FY15/16, one independent feature has based their entire production in San Francisco, filming for 23 shoot days. In the beginning of 2016, a feature called **Birth of The Dragon** will shoot for 6 days. Two feature films are looking to base in San Francisco this Winter and Spring/Summer, one shooting in February-March and one June - August. Netflix's **Sense8** and TNT's **Murder in the First** are both expected to return sometime this Spring, and we expect to have portions of a feature film and a TV mini-series film in San Francisco in March.

\* FIRST HALF OF FY 15/16

# SUMMARY

FY 14/15



+2.5%

PERMIT FEES COLLECTED\*

+100

SHOOT DAYS \*

2<sup>nd</sup> Film space grant continuations to the Ninth Street Independent Film Center

Active participation by Film Commissioners

7th consecutive year of increased production

\*over FY 13/14





THANK YOU