

FILM
SF

2017

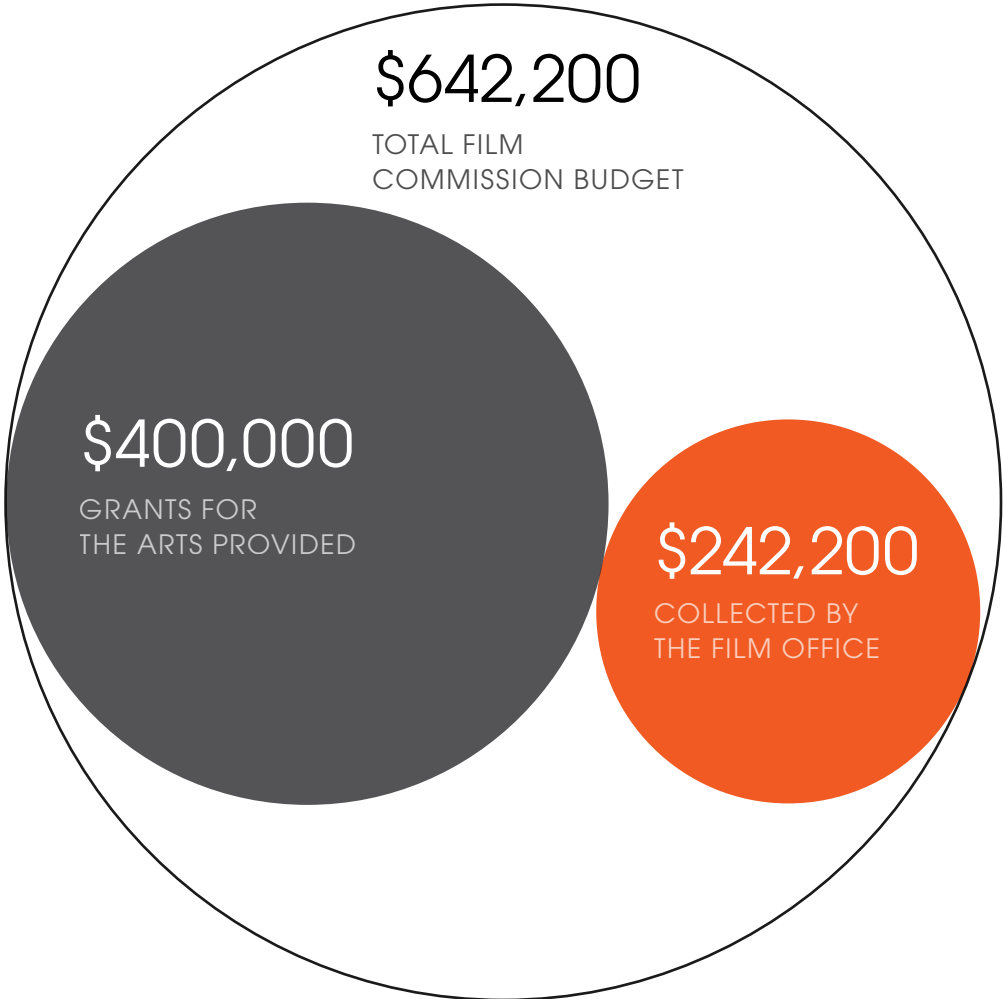
ANNUAL REPORT

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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. For FY16/17, Grants for the Arts provided \$400,000. Permit fees collected by the Film Office totalled \$242,200.



FILMSF

ANNUAL REPORT FY 16/17

The San Francisco Film Commission champions filming in San Francisco. We are a City agency that strives to attract a diversity of storytellers to the cinematic city of San Francisco. We foster filming in order to stimulate economic development, create jobs and share the beauty of our city with the rest of the world.

The Film Commission proactively markets San Francisco as a filming destination for the motion picture, television, advertising and other related industries, and works with the local film community to support local projects with significant ties to San Francisco.

We also work to promote awareness of film training and economic opportunities in the schools and act as a liaison with other specific interest groups, councils, organizations and institutions related to the film industry. The Commission provides perspective for the Mayor and the Board of Supervisors regarding long-range promotion, development and planning for a significant film arts base in San Francisco.

Under the Commission, the Film Office issues permits to productions shooting in San Francisco, working closely with other City Agencies such as SFPD, Department of Parking & Traffic, MUNI, the Port of San Francisco, and the Department of Public Works to coordinate and facilitate both the needs of the productions, the City and its residents.

CREATION OF FIVE YEAR PLAN WORKING GROUPS

In January 2017, the Film Commission held a half-day retreat to focus on its Five Year Plan. The Five Year Plan was fine-tuned and working groups of Commissioners were created to develop out each aspect of the goals created:

STAGE SPACE WORKING GROUP

Facilitate the creation of a dedicated stage space

- This will enable productions to base here and provide long-term employment to crew and actors. Without dedicated stage space, production will have no place to build their sets and will not be able to base a film or TV series here.
- Commissioners Bradley-Tyson and Rubin

SCENE IN SAN FRANCISCO REBATE PROGRAM WORKING GROUP

Reassess the structural underpinnings of the Scene in San Francisco Rebate Program

- See how the rebate can best serve local job creation and local spending
- Determine how the rebate can be spread to more productions in a fiscal year
- Commissioners Blum and Wang

FILM AND MEDIA RELATIONSHIPS WORKING GROUP

Build relationships with bay area-based film/media companies (such as Pixar, Lucasfilm, broadcast tv stations and advertising agencies) and foster relationships with bay area-based tech companies involved in production

- Assist agencies and companies to find emerging SF film talent
- Heighten local knowledge of locations, crews, technologies that are available in SF
- Increase awareness about production in SF
- Determine which are the big companies that have their own production spaces and are hiring locals
- Ascertain how we can best meet their needs
- Consider involving them in a stage space feasibility study
- Provide guidance for how to assist film makers with sponsorship and film maker dollars
- Commissioners Saritzky, Fishkin, Stiker, Wang, and Beaumonte

NEIGHBORHOOD & MERCHANTS ASSOCIATIONS RELATIONSHIPS WORKING GROUP

Strengthen relationships with neighborhood & merchant associations

- Build networks within neighborhoods so they can help understand the positive impact of filming in their area
- Help neighborhoods become advocates for film
- Better understand their needs and concerns during film production
- Commissioners Moscone and Taylor-McGhee

BRANDING/MARKETING WORKING GROUP

Create a strong branding/marketing/advertising program

- To define who we are
- Promote SF as a filming destination
- Show SF residents/merchants the benefits of filming
- Commissioners Stiker, Cheng and Rubin

FILMING STATISTICS FY 16/17

Filming in San Francisco remained steady in FY16/17, with high-profile productions bringing San Francisco to a worldwide audience.

Notable productions for FY 16/17 were:

Big Indie's *Beautiful Boy*

Starring: Steve Carrell, Timothee Charell, Maura Tierney (12 days filming)

"With all productions, the challenges of filming on location weigh heavily on a producer – Will you get the key locations? Permits? City and State officials' support? The City residents' cooperation? Is there a local crew? Are they experienced? The answer to all of our questions was quick and a resounding YES from the San Francisco Film Commission. We came, we filmed and we had an amazing experience – a San Francisco Treat! "

Nan Morales, Executive Producer

Hulu's *Chance* Season 1 Episodes 4-10

Starring: Hugh Laurie and Gretchen Moll (112 days filming)

"Shooting in SF brought a texture to Chance that I don't believe we could have achieved anywhere else. Every angle in SF is camera ready. We are able to put together an amazing crew with the help of Susannah Robbins of the SF Film Commission. It is an experience I shall treasure forever."

Jane Barilme, Producer

HBO's *Ballers*

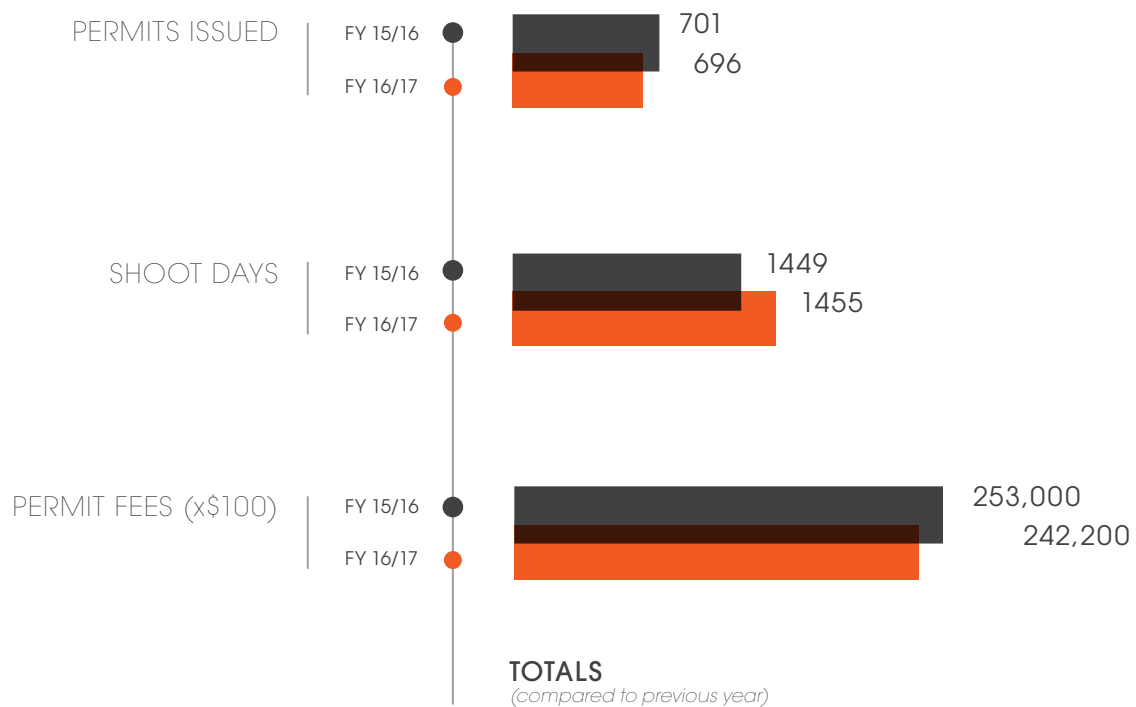
Starring: Dwayne Johnson (10 days filming)

Netflix' *Girl Boss* Season 1

Starring: Britt Robertson (20 days filming)

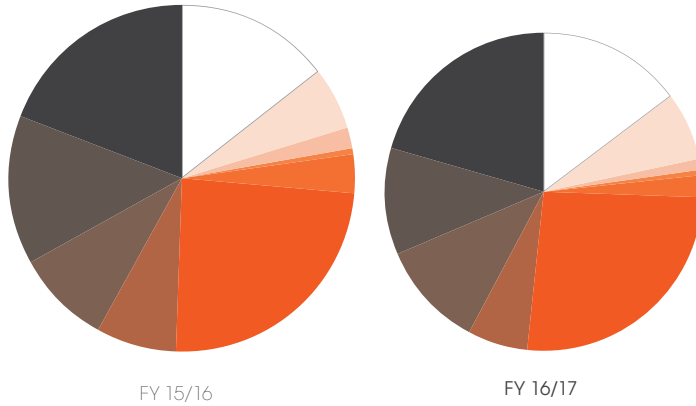
FILMING STATISTICS

PERMITS



One reason for the reduction in permits and fees collected in FY16/17 is that the Hulu series used up the Scene in San Francisco Rebate Program funds four months into the fiscal year, and as a result, no other productions chose to base their films or series here. In addition, we had no access to a stage space for a production to build sets and base from. Additional funds for the Rebate Program and access to a stage space for building sets would increase Film SF's chances for more productions and fees, in addition to more local jobs.

PERMITS ISSUED

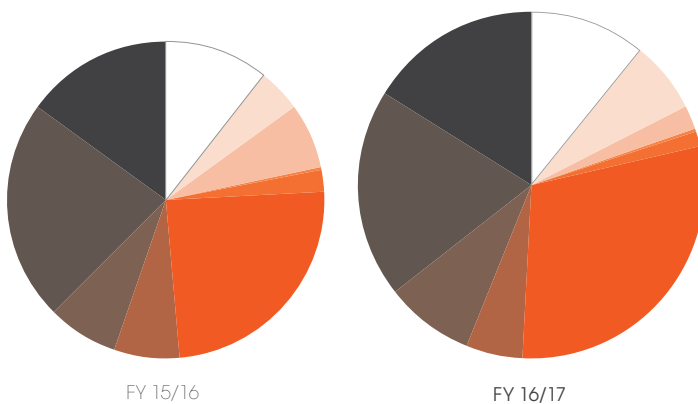


FY 15/16 FY 16/17 FILM TYPE

102	103	○ Corp/Industrial
41	48	● Documentary
13	9	● Feature
4	3	● Music Video
25	15	● Shorts/PSA
171	183	● Still Photography
51	43	● Student Film
63	74	● Tv Commercial
98	76	● Tv Series
133	142	● Web

701 **696** **TOTALS**

OF SHOOT DAYS

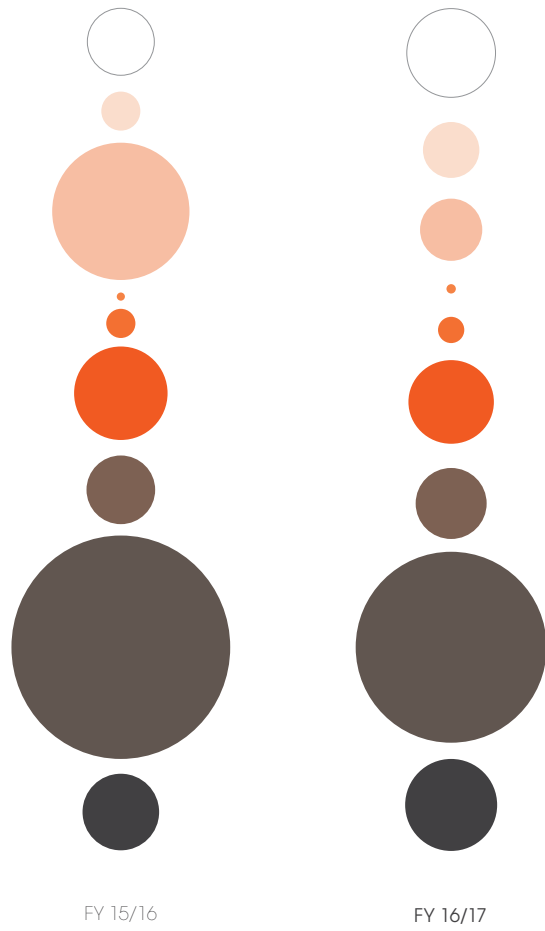


FY 15/16 FY 16/17 FILM TYPE

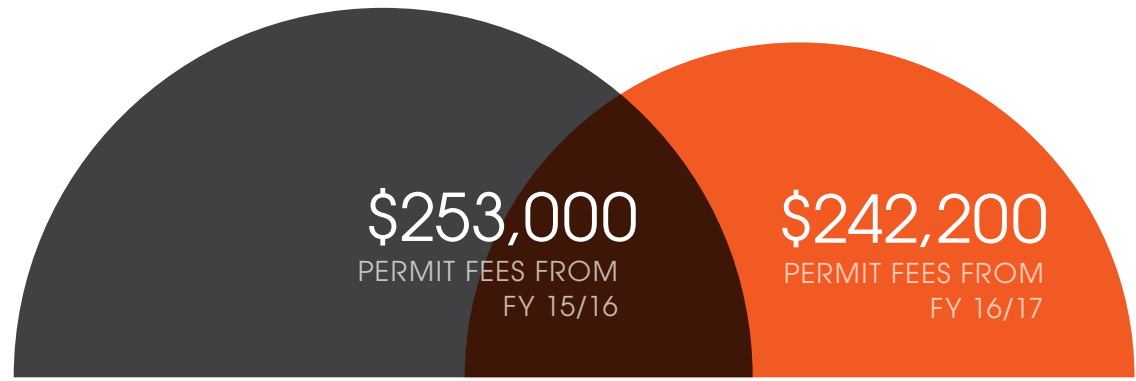
156	159	○ Corp/Industrial
62	97	● Documentary
97	33	● Feature
6	4	● Music Video
32	21	● Shorts/PSA
353	426	● Still Photography
97	80	● Student Film
106	119	● Tv Commercial
326	282	● Tv Series
214	234	● Web

1449 **1455** **TOTALS**

PERMITS FEES (x\$100)

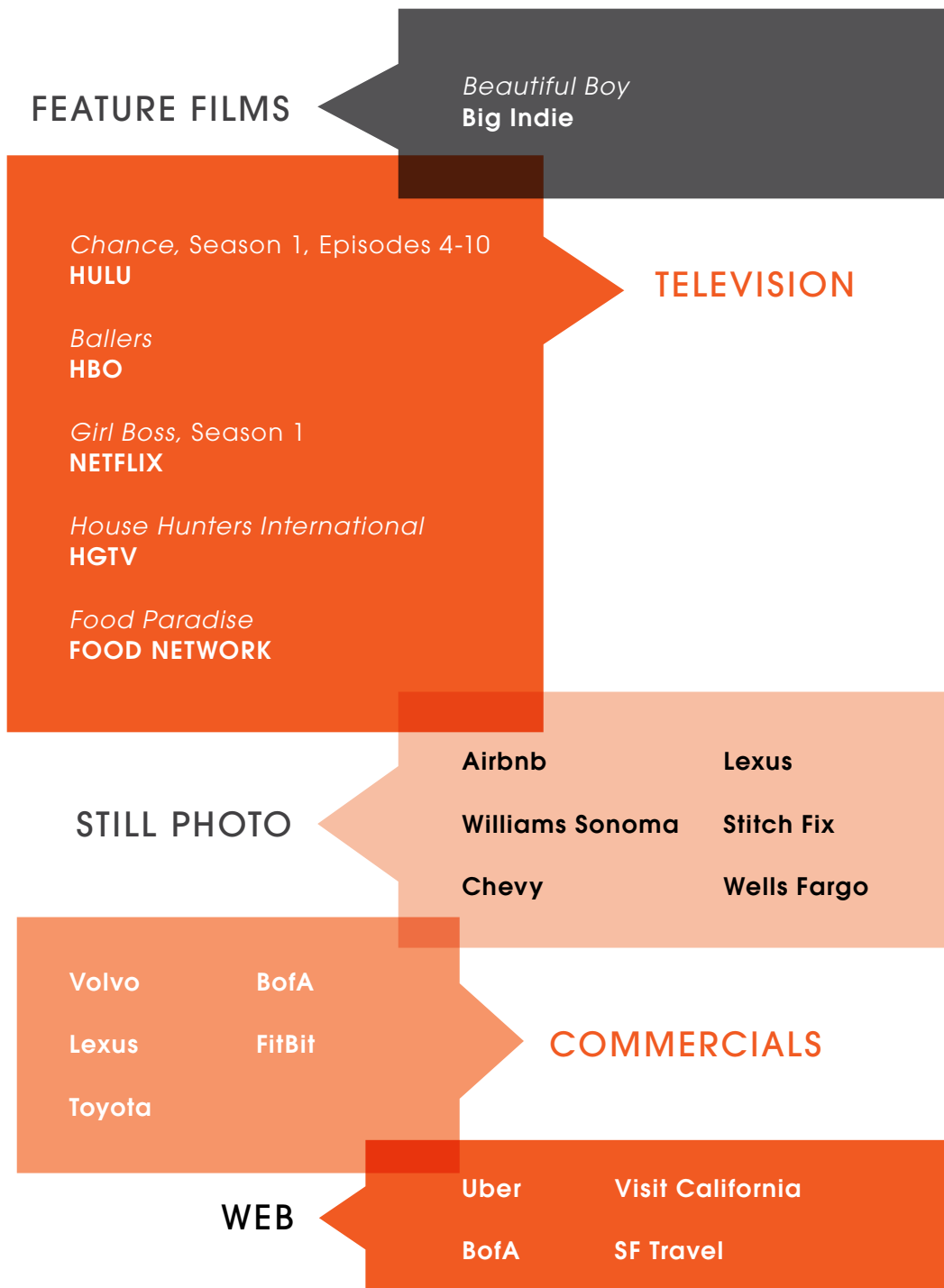


FY 15/16	FY 16/17	FILM TYPE
302.5	320	○ Corp/Industrial
113.5	151.5	● Documentary
249	65	● Feature
6	8	● Music Video
36.5	26	● Shorts/PSA
354	440	● Still Photography
0	0	● Student Film
214	234	● Tv Commercial
875	728.82	● Tv Series
379.5	451.5	● Web



NOTABLE PRODUCTIONS

FILMED IN S.F.



SCENE IN S.F. REBATE PROGRAM HISTORY

BRINGING FILM TO S.F.

The Scene in San Francisco Rebate Program was created in 2006, with its purpose being threefold:

- Increase the number of qualified film productions being made in San Francisco
- Increase the number of City residents employed in the filmmaking industry
- Encourage the resulting economic benefits

The Film Rebate Program gives qualifying productions a dollar-for-dollar refund of: (a) fees or payroll 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) permit fees for film production in the City.

The Rebate Program has been extended and modified numerous times since its inception:

- 2006 \$1.8 million appropriated for 3 years, subject to annual appropriation
- 2009 Program was extended for 3 more years; total rebate per production capped at \$600,000
- 2012 Program extended for an additional 2 years, with new allocation of \$2 million, subject to annual appropriation
- 2014 Program was extended for 4 more years, with an additional allocation of up to \$4 million (or up to \$1 million per year) subject to annual appropriation. Program sunsets June 30, 2019 ****only \$800,000 per year has actually been appropriated each fiscal year since this extension.**

Over the years, the Scene in San Francisco Rebate program has served to attract productions to shoot in San Francisco. Since its inception, 17 films and 7 TV series have used the program, including: ***La Mission, Milk, Trauma, Hemingway & Gelhorn, Blue Jasmine***, HBO's ***Looking, Diary of a Teenage Girl***, Netflix' ***Sense8, Steve Jobs***, and a number of small, independent films.

SCENE IN S.F. REBATE PROGRAM

FY 16/17

S.F.
PRODUCTION
COMPANY /
FILM

Chance, Season 1 (HULU)

For FY16/17, the ten episode Hulu TV series **Chance** received the Scene in San Francisco Rebate Program with nine of the ten episodes qualifying for a rebate on a per episode basis.



● **\$4,997,546**

SPENT ON GOODS AND SERVICES WHICH INCLUDE ITEMS SUCH AS GAS, HOTELS, CAR RENTALS, LOCATION FEES, OFFICE SUPPLIES, LUMBER, SECURITY, EQUIPMENT RENTALS, CATERING, AND MORE

● **\$2,207,236**

LOCAL WAGES

● **\$6,130.94**

FIRST SOURCE WAGES/COMP



● **1049**

OF S.F. EMPLOYEES

● **80**

SHOOTING DAYS

● **6**

OF FIRST SOURCE HIRES

SCENE IN S.F. REBATE PROGRAM

FY 16/17

S.F.
PRODUCTION
COMPANY /
FILM

Chance, Season 1 (HULU)

TOTAL REBATED FY 16/17
\$799,999.70

CHANCE, Season 1 787,415.78*
9 episodes

DIRECT SPEND IN SF
\$7,210,914.50

CHANCE, Season 1 7,210,914.50

Combining local spend on goods, services and wages, the production spent \$7,210,914. With a rebate of \$787,415, ***for every dollar rebated to the Hulu production, \$9.01 was spent locally***

* In addition to this rebate *The Etruscan Smile* was paid \$12,584 to complete the balance owed on their rebate for the previous fiscal year.

The rebate program's support of these productions helped to provide longer-term employment for local crew and actors and injected money into the local economy.

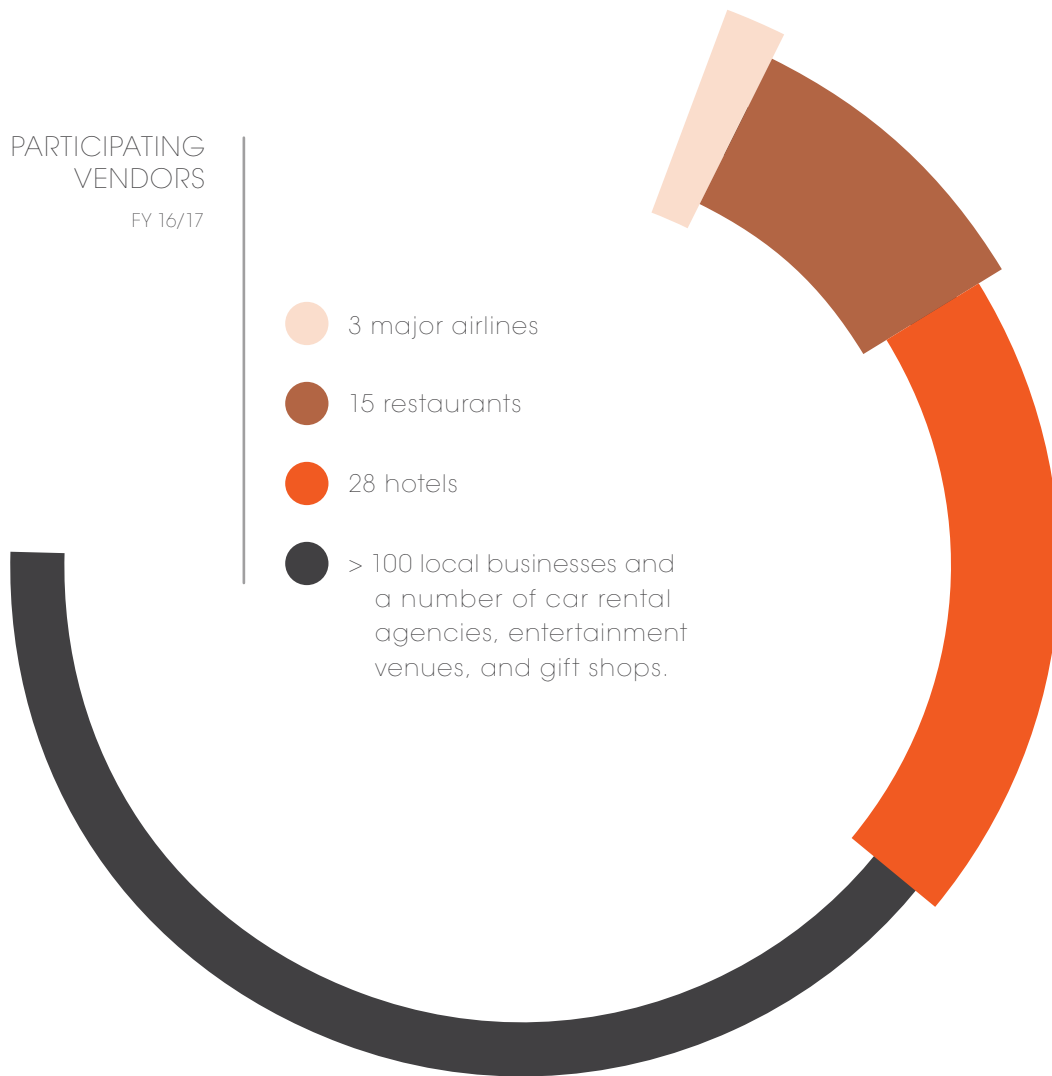
FILM OFFICE PROGRAMS

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 16/17

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



SF Film Space Grant

FY 16/17

The San Francisco Film Commission Film Space (SFFCFS) grant provides financial assistance to nonprofit organizations that assist locally based independent filmmakers. They provide low-cost office and film production space in San Francisco in order to facilitate film production activities in San Francisco. Towards the end of FY 14/15, 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 suitable for ongoing use by two or more filmmakers (the "subgrantee filmmakers") for film office and film production activities and that such ownership or lease will continue for at least one year.

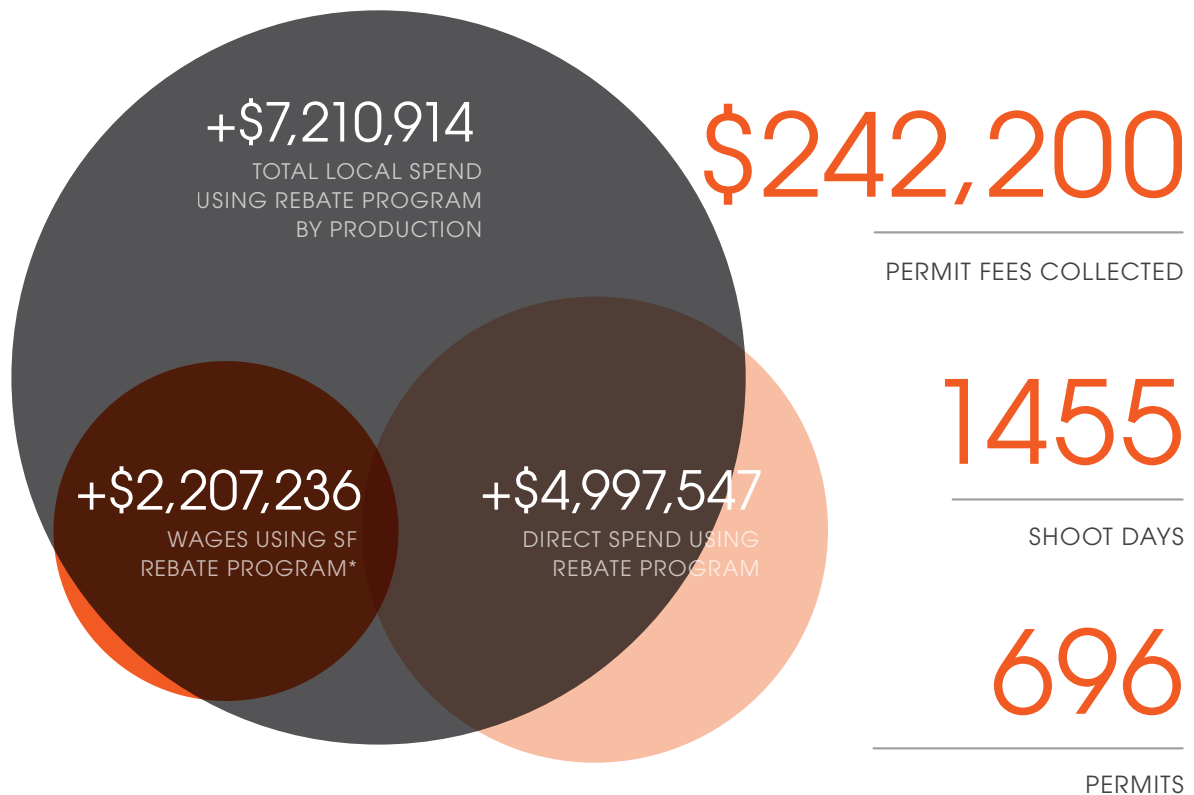
In FY 15/16 the two-year Film Space Grant was divided between two recipients: Ninth Street Independent Film Center's **Media Arts Incubator Program** and the San Francisco Film Society's **FilmHouse**.

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).

FilmHouse helps encourage and facilitate film production activities in San Francisco by providing 3200 square feet of production office space available free of charge to local independent filmmakers actively engaged in various stages of film production. FilmHouse also provides 6 office spaces with locked doors and community use rooms, provided for one year slots. The program also provides additional film production programs and activities to further support and enrich residents' experience and film production work.

SUMMARY

FY 16/17



Continuation of 2 year Film Space Grant supporting Ninth Street Media Arts Incubator and FilmHouse

For every dollar the City rebated to productions for the Scene in San Francisco Rebate Program, **\$9.01** was spent locally by those productions



FILM
SF

THANK YOU