



2009 PHOENIX FILM OFFICE YEAR END ECONOMIC IMPACT REPORT

The Greater Phoenix film industry accounted for \$38,089,441 in economic impact on the local economy during the 2009 calendar year. Film, in all its forms (including but not limited to: movies, television shows, still photography, commercials, documentaries, corporate/industrials, reality), employed a workforce of 4,795 skilled technicians and actors spanning a total of 362 projects accounting for 1,290 shooting days and occupying 2,080 hotel nights.

National and international commercial spots such as *GoDaddy.com*, *Red Bull*, *Barbasol*, *University of Phoenix* and *Volkswagon* selected Phoenix as their filming location. Television shows such as *After Armageddon*, *America's Most Wanted*, *Family Dynamics*, *Wife Swap*, *Supernanny* and *Sunset Daze* also chose the Phoenix area as their backdrop.

Maneater, a two part miniseries set in Los Angeles by Sony Pictures Television and 3 Arts Entertainment which aired on the Lifetime network, was the largest project filmed in the Valley in 2009. The producers selected Phoenix because of the Motion Picture Tax Incentive Program (MOPIC), administered by the Arizona Department of Commerce and visual similarities Phoenix has to Los Angeles. The project employed hundreds of local crew members and actors during their three month stay while frequenting local hotels, retail stores, car rental agencies, restaurants and building supply companies.

July 2005 through June 2009 the film industry as a whole has contributed \$147,454,455 to the local economy. Of this total amount, approximately \$82,413,174 was a direct result of the MOPIC program. MOPIC offers production companies with a minimum spend of \$250,000 in Arizona up to a 30% transferable tax credit based on Arizona spend and local hires. This has made Phoenix an attractive option to producers and led to the filming of major projects such as *The Kingdom*, *S.I.S.*, *Kids in America*, *Middle Men* and the aforementioned *Maneater*. Clearly, the MOPIC program has been of significant benefit to the City of Phoenix and the local film industry. The MOPIC program is scheduled to sunset on December 31, 2010, but a movement is underway by local organizations to extend this date.

The 2009 Year End Economic Impact Report for Greater Phoenix marks the first time the Phoenix Film Office has published a calendar year end report on the film industry. Traditionally, the film office's annual report is published every July to coincide with the city's fiscal year (July to June). While this will continue, it was important to bring the data in line with other agencies that track the industry based on a calendar year.

All data was compiled based upon surveys sent to productions that filmed in Phoenix and local production companies. En lieu of completed surveys, economic impact estimates were based upon the Association of Film Commissioners International "Tracking Production Revenue: Direct Spending for On-Location Production (US Dollars)." No multipliers were used. Job creation and hotel nights are listed as reported, estimates are not utilized.

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2009 Year End

Economic Impact of Filming in Greater Phoenix

Prepared by the Phoenix Film Office
a/o 1/25/2010

	Total Projects	Shoot Days	Total Dollar Amount	Total Local Crew	Total Local Talent	Hotel Nights
Commercials	124	291	\$8,115,759	1,068	446	660
Documentary	22	75	\$449,752	73	2	7
Educational	10	17	\$296,708	18	10	1
Feature - Studio	2	34	\$15,001,800	5	4	0
Feature - Indie	9	86	\$1,729,000	118	89	19
Industrial/Corporate	80	200	\$727,892	324	161	674
Music Video	1	4	\$45,000	20	30	0
PSA	4	6	\$332,885	43	15	44
Reality	5	137	\$1,013,500	5	0	0
Still Photography	39	160	\$1,458,306	146	194	204
Student Film	10	13	\$28,900	52	19	32
TV Special	32	214	\$8,739,095	206	1,681	430
Webcast	24	53	\$150,844	47	19	9
TOTALS	362	1,290	\$38,089,441	2,125	2,670	2,080
				4,795		

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2009 PHOENIX FILM OFFICE YEAR END HIGHLIGHTS

TELEVISION

AFTER ARMAGEDDON
AMERICA'S MOST WANTED
ANDREW ZIMMERN
BRAT CAMP: TEENAGERS OUT OF
THE BRIEFING
THE CANDY GIRLS
COLLAPSE
CUT IN HALF
DEADLY WOMEN
GREAT AMERICAN ROADTRIP
FAMILY DYNAMICS
FIRST 48
FORENSIC FACTOR
FUTURE PRESIDENTS
HIDDEN POTENTIAL
I SHOULDN'T BE ALIVE
LIFE WITHOUT PEOPLE
LOVE DECOY
MANEATER
MY FIRST PLACE
NATIONAL GEOGRAPHIC CHANNEL
PHOENIX H.I.K.E.
PLAYERS
THE REAL WORLD
RIP.: HOW PEOPLE DEAL WITH DEATH
SEX DECOY: LOVE STINGS
SUNSET DAZE
SUPERNANNY
TROY THE LOCATOR
WIFE SWAP

STILL PHOTOGRAPHY

2K SPORTS GAME
9 YEAR OF THE PHOENIX
ANTIGUA
ASU DANCE TEAM
BIG BROTHERS, BIG SISTERS
BMW
BUDWEISER
BYRNT ORGANIC CLOTHING
CHRIS HALLORMAN PHOTOGRAPHY
COWGIRLS HISTORICAL FOUNDATION
DEPARTMENT OF TRANSPORTATION
DEPT OF TRANSPORTATION
DISCOUNT TIRE
EAS SPORTS FOOD & DRINK
GABOR LORANT ARCHITECTS
HJON HOOD
KING SIZE
LES JACOBS STOCK PHOTOGRAPHY
LIGHTING TEST SHOOT
LINCOLN
MARKS MENS WAREHOUSE
MARKS WORK WAREHOUSE
PATRICK DEMARCHEUER
PENSKE
PETSMART
PHOTOFLEX
ROSSMAR GRAHAM CAM
SUPER DRY UK
TARGET COMMUNITY RESOURCES
WATERMARK
WITT WEIDEN
WONDER SERRA

COMMERCIALS

2010 SHANGHAI WORLD EXPO
ALLSTATE INSURANCE
AMERICAN TREASURES
ANTI METH PUBLIC SERVICE
APS
ARIZONA DEPARTMENT OF
ARIZONA DIABETES TOUR DE CURE
ARIZONA LOTTERY
ASSURANCE CELL PHONE
ATTORNEY GENERAL'S OFFICE: SENIOR
BANNER HEALTH CARE
BARBASOL
CABLE ONE
CASINO ARIZONA
CULBERS RESTAURANT
DESERT SHCOOLS CREDIT UNION
DICKSON'S WITCH HAZEL
DISCREET BANKRUPTCY
GODADDY.COM
GRAND CANYON UNIVERSITY
JOHN C. LINCOLN HOSPITAL
MCDONALDS
MIDFIRST BANK
THE MOTORCYCLE LAWYERS
THE ORIGINAL GIFTS OF CHRISTMAS
PETER PIPER PIZZA
QWEST
RED BULL
SCF INSURANCE
SCOTTS LAWN CARE
SOUTH MOUNTAIN CYCLES
SPANISH ROLLING PAPERS: SMOKING
STF WORKMAN'S COMPENSATION
SYLVAN LEARNING CENTER
UNITED WAY
UNIVERSITY OF PHOENIX
VOLKSWAGEN

