



2009-2010 PHOENIX FILM OFFICE YEAR END ECONOMIC IMPACT REPORT

Despite the local and national recession causing Phoenix's economy to decline further and faster than anticipated last year, the Phoenix film industry has remained relatively consistent in regards to the number of projects filmed and the jobs created over the past fiscal year (July 2009 to June 2010).

The Phoenix Film Office issued 146 film permits for all types of projects including, but not limited to: feature films, commercials, still photography, documentaries, music videos, corporate/industrial films and web casts. Overall, Greater Phoenix attracted 380 film projects to the Valley and employed 3,796 skilled technicians and actors, shot for 1,653 days and accumulated 5,253 hotel nights.

The overall economic impact resulted in \$24,568,857 spent in our local economy on wages, construction materials, equipment rentals, retail stores, accommodations, car rentals and many other businesses not specific to the film industry, but still affected by the positive economic impact of film.

While the economic figure is impressive, it is \$9.5 million lower than was reported in the previous fiscal year. There are a multitude of factors that could have caused this decline, but considering that the number of projects and jobs created are relatively consistent over a two year span, one could deduce that the average budget per project has simply decreased. This is similar to what is happening across all industries where businesses are incorporating a "tightening of the belt" and "do more with less" approach.

Feature films shot in Phoenix always provide great exposure for the city, and the Will Ferrell film *Everything Must Go* is a prime example. The Phoenix Film Office began working with the producers of the movie in January 2010 and the project committed shortly thereafter. While most productions utilize multiple locations when filming, this project was unique in that it required an entire neighborhood as one of the characters. After scouting around the Valley, the producers selected the Arcadia neighborhood (whose residents were very accommodating) as the backdrop for the story and filmed from March into late April. The production company established their production offices within Arcadia and, as a result, purchased most of their expendables, food, construction materials, clothing, etc. with neighboring businesses that would not normally participate in the movie making industry.

Sadly, the tremendous economic benefit by way of tax revenue and job creation to the city from large feature films will soon decline. The Motion Picture Incentive Program (MOPIC), administered by the Arizona Department of Commerce, offers incentives to production companies in the form of tax credits equaling up to 30 percent of their dollars spent in Arizona with a cap of \$9 million per project. Unfortunately, MOPIC is scheduled to sunset on Dec. 31, 2010 and SB1409 (which would have extended the program with some alterations) was not passed by the Arizona Legislature. What does this mean? Quite simply that movies which would have qualified for our program and shot in Arizona will now move to other states that offer incentives. It is also important to note that major projects utilizing MOPIC only constitute 0.4 percent of all film projects that have occurred locally since June 2006, but account for 28 percent of the economic benefit.

This year, the Phoenix Film Office will again work with other Arizona cities and interested parties on passage of a bill that would promote filming in our state. This will lead to increased tax revenue and job creation for not only Phoenix, but all of Arizona.

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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*Economic Impact of Filming in
Greater Phoenix
2009-2010 Fiscal Year
(July to June)*

*Prepared by the Phoenix Film Office
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	Total Projects	Shoot Days	Total Dollar Amount	Total Local Crew	Total Local Talent	Hotel Nights
2nd Unit	2	5	\$67,500	1	0	1
Commercials	123	285	\$8,059,847	1,343	661	827
Documentary	23	82	\$413,412	79	3	9
Educational	11	17	\$169,267	35	12	4
Feature - Studio/Indie	11	178	\$7,050,232	122	100	1,527
Industrial/Corporate	66	236	\$1,454,512	268	35	49
Music Video	3	6	\$79,300	28	30	10
PSA	4	4	\$44,038	37	10	30
Reality	4	182	\$1,365,000	62	60	1,936
Short	1	2	\$10,000	27	3	0
Still Photography	42	164	\$912,686	108	171	319
Student Film	10	12	\$12,220	17	11	0
TV Series	2	105	\$787,500	0	0	0
TV Special	51	305	\$3,862,914	129	187	528
Webcast	27	72	\$280,429	139	118	13
TOTALS	380	1,653	\$24,568,857	2,395	1,401	5,253
				3,796		

2009-2010 PHOENIX FILM OFFICE YEAR END HIGHLIGHTS

TELEVISION

AFTER ARMAGEDDON
AFTER THE FIRST 48
AMERICA'S MOST WANTED
ANDREW ZIMMERN BIZARRE FOODS
BIGGEST LOOSER
BRAT CAMP: TEENS OUT OF CONTROL
CHEFS VS. CITY
COPLAND
CUT IN HALF
DEADLY WOMEN 4
DOWNSIZING
FAMILY DYNAMICS
I SHOULDN'T BE ALIVE
LOVE DECOY
MAN VS. FOOD
MY FIRST PLACE
POLICEWOMAN 2
PROFILERS
R.I.P. HOW PEOPLE DEAL WITH DEATH
SO YOU THINK YOU CAN DANCE
SUNSET DAZE
SUPERNANNY
THE AUCTIONEERS
WIFE SWAP

STILL PHOTOGRAPHY

2K SPORTS GAME
ANTIGUA
BAE SYSTEMS
BIG BROTHERS, BIG SISTERS
BUDWEISER
BYRN'T ORGANIC CLOTHING
DISCOUNT TIRE
GATORADE
KING SIZE
LINCOLN
MY FORD
NIKE
PETSMART
PURINA MIGHTY DOGS
SUPER SHUTTLE
TREK BIKES

COMMERCIALS

APS
ARIZONA LOTTERY
ASSURANCE CELL PHONE
BANNER HEALTH CARE
BLUE DIAMOND ALMONDS
CABLE ONE
CASINO ARIZONA
CHRIS POWELL FITNESS
CIRCLE K
CLEAN AIR CAMPAIGNS
DEFENCE
DISCREET BANKRUPTCY
DISH NETWORK
GMC
INTEL
JG WENTWORTH
JOHN C. LINCOLN
LAW TIGERS
MIDFIRST BANK
MILWAUKEE BREWERS
OAKLAND A'S
PURE SILK
RED BULL
SCF INSURANCE
SUBARU
UNITED WAY
VITAMIN WATER
WATELL AND YORK

FEATURE FILMS

ARMOR OF GOD
EVERYTHING MUST GO
GREEN GUYS
QUEENS OF COUNTRY
VALLEY OF THE SUN



City of Phoenix
FILM OFFICE