



August 8, 2011

2010-11 Fiscal Year End Economic Impact Report on the Film Industry in Greater Phoenix

The Greater Phoenix film industry ended fiscal year 2010-11 in June with a \$15,592,919 economic impact on the local economy. Film, in all its forms (including but not limited to: movies, television shows, still photography, commercials, documentaries, corporate/industrials, reality, student films), employed a workforce of 5,073 skilled technicians and actors spanning a total of 443 projects. Additionally, these various projects also accounted for 1,366 shooting days and 4,842 hotel nights.

Commercials, still photography (for commercial purposes) and corporate/industrial shoots have again proven to be the backbone of the local film economy. From year to year the numbers remain steady providing a reliable work environment for local crews, talent and vendors. As reported last year, the Phoenix Film Office is again seeing an increase in Reality TV Specials. These are shows (often times on Discovery, Nat Geo, History, etc.) that film in Phoenix for one or two days for productions like "Invention USA," "Hoarders," "Biggest Loser" and "Bang for Your Buck." Compared with last year, the total number of projects in this category has increased by 7 to a total of 58. Additionally, across all forms of film, gains were made with overall crew and talent hires (+1,277) and total number of projects (+63). Total shoot days and hotels remained relatively unchanged during this period.

Upon completion of each project, the Phoenix Film Office sends a survey to the producers to capture expenditure data. Traditionally the Phoenix Film Office has relied on the Association of Film Commissioners International (AFCI) to provide economic impact data should a project fail to report their expenditures. After several years of data accumulation, the Phoenix Film Office can now with confidence adjust some of those numbers to more accurately reflect our local economy. By comparing historical data, the Phoenix Film Office determined that estimates provided by the AFCI were under by \$10,000 for commercials, overestimated by \$4,700 for still photography and off by \$16,000 for Independent films. While a data sample was not obtained for every form of production, when available, the new, more accurate figures will be used in lieu of the AFCI estimates. This change in reporting economic impact figures has contributed to this report's lower economic impact totals.

During the last Arizona State legislative session, Sen. John Nelson, R-Glendale Dist. 12, again introduced a film incentive bill which would have modified and extended what was formerly known as the Motion Picture Tax Incentive Program that ended on Dec. 30, 2010. Sen. Nelson's bill made its way through the Senate, but was again denied a place on the agenda of the House. As a result of this and the unknown status of Arizona's film incentive program, major projects stayed away from Arizona and chose to film elsewhere. This is a direct result of the economic impact decline compared to last year's report. The lone major movie that did choose the Phoenix area did so because of a poor cotton crop in New Mexico. Had the Arizona crop not been ready to harvest, the film crew would have sought another region for their shoot. This production accounted for 147 jobs, 4 shooting days and 281 hotel nights—a direct economic impact of over \$1.04 million. One can clearly see the important impact that feature films bring to our local economy.

All data was compiled based upon surveys sent to productions that filmed in Phoenix and local production companies. In lieu of completed surveys, economic impact estimates were based on Phoenix Film Office averages, where available, and the AFCI "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.



July 2010 to June 2011

Economic Impact of Filming in Greater Phoenix

Prepared by the Phoenix Film Office
a/o 8/4/11

	Total Projects	Shoot Days	Total Dollar Amount	Total Local Crew	Total Local Talent	Hotel Nights
Commercials	97	269	\$7,043,104	1,475	873	1,156
Documentary	17	124	\$1,015,669	281	158	150
Educational	7	26	\$321,344	29	2	6
Feature - Studio	1	4	\$1,040,000	48	99	281
Feature - Indie	10	101	\$794,676	76	81	589
Industrial/Corporate	116	216	\$1,453,258	454	157	100
Music Video	19	31	\$1,037,400	95	232	91
Other	16	31	\$116,441	68	67	11
PSA	6	9	\$75,316	16	1	0
Reality Series	1	25	\$85,000	15	10	29
Reality TV Special	58	258	\$1,217,330	104	38	1,807
Still Photography	50	148	\$968,603	167	119	500
Student Film	14	16	\$8,070	17	8	0
TV Special	4	24	\$179,864	38	14	99
Webcast	27	84	\$236,844	249	82	23
TOTALS	443	1,366	\$15,592,919	3,132	1,941	4,842
				5,073		

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20010-2011 PHOENIX FILM OFFICE YEAR END HIGHLIGHTS

TELEVISION

BANG FOR YOUR BUCK
BIGGEST LOOSER
CMT TOP 20 COUNTDOWN
DEADLY WOMEN
E:60
EAT STREET
EXTREME INFESTATIONS
FORBIDDEN ACCESS
HELL'S HIGHWAY
HOARDING: BURIED ALIVE
HOLIDAY DESIGN SPECIAL
INVENTION USA
MEET THE IN LAWS
MTV: TRUE LIFE
NATIONAL GEOGRAPHIC: LEGAL
PBS HISTORY DETECTIVES
RACHAEL RAY SHOW
REPO GAMES
THE DAY THAT CHANGED MY LIFE
TOP GEAR
TREASURE HUNTERS ROAD SHOW
UNFAITHFUL
WEIRD OR WHAT
WHAT'S EATING YOU?
WHO THE BLEEP DID I MARY?

STILL PHOTOGRAPHY

APS
AT&T
BANNER HEALTHCARE
BLANCHE PORTE
CORVETTE
DISCOUNT TIRE
DISNEY INC.
DODGE RAM
FORD
HONEYWELL
HUNTER SPRINKLERS
KING SIZE
LEGENDS OF STYLE
MARKS WORK WEARHOUSE
MESSAGE ENVY
MAYO CLINIC
ON-STAR
TARGET

COMMERCIALS

AAA
APS
ARIZONA LOTTERY
ASSURANCE CELLULAR / SPRINT
BANNER HEALTHCARE
BLUE DIAMOND ALMONDS
CABLE ONE
CARLSBERG
CHAS ROBERTS
CIRCLE K
CLEAN AIR ELECTIONS
FRITO LAYS
FULTON HOMES
MAJOR LEAGUE BASEBALL
MESSAGE ENVY
MCCAIN 2010
MDVIP
NEW BALANCE BASEBALL
NISSAN LEAF
PEPSI
PETSMART
SAFELIGHT AUTO GLASS
SCOTTS EZ LAWN CARE
SUBARU
UNIVERSITY OF PHOENIX
VOLKSWAGEN
WEALTH WITHOUT RISK
WATELL AND YORK

FEATURE FILMS

ON THE ROAD

