



2011 Calendar Year Economic Spending Report of the Phoenix Film Industry

The Greater Phoenix film industry ended calendar year 2011 with \$13,130,233 in economic spending 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 4,398 skilled technicians and actors spanning a total of 470 projects. Additionally, these various projects also accounted for 1,271 shooting days and 3,671 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. Compared to the first calendar year end report published in 2009, the film industry has seen overall increases in the number of projects filmed (+109), shooting days (+21) and employment figures (+1,223). Hotel nights fluctuate from year to year as this information is solely gained through returned surveys from production companies and reporting varies.

The Motion Picture Tax Incentive Program (MOPIC), established in January 2006 and ending as scheduled in December 2010, accounted for 56 total projects with a total Arizona spend of \$109,575,370 (Arizona Commerce Authority Annual Report: Calendar Year 2010). The vast majority of these projects filmed within the established boundaries of Greater Phoenix and hired many local residents as well as occupying large numbers of hotel rooms and spending with local businesses. However, with the closure of the program, Greater Phoenix witnessed a dramatic drop in total expenditures within the region. Compared to calendar year 2010, spending in Greater Phoenix in 2011 decreased by more than \$7,000,000 which can be directly attributed to the ending of MOPIC as large projects did not consider Phoenix for their filming locations in 2011.

Senator John Nelson, R-Glendale Dist. 12, has introduced SB1170 which will, upon passage, create a new incentive program to attract productions to Phoenix. Sen. Nelson has introduced a film incentive bill the prior two legislative sessions (which were voted on and passed by the Senate) but the bills were never up for consideration in the House. Passage of an incentive would, without question, increase the amount of film related production in Phoenix and Arizona and spending within our economy benefiting Phoenix's tax base our local businesses.

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.

Posted to www.filmphoenix.com on February 2, 2012



2011 Film Industry Spending Impact

Economic Impact of Filming in Greater Phoenix

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
Commercials	121	284	\$5,958,282	1,273	835	788
Documentary	14	79	\$935,728	247	106	288
Educational	6	26	\$299,723	55	11	6
Feature - Indie	7	72	\$468,182	71	63	252
Industrial/Corporate	115	225	\$1,434,350	454	196	46
Music Video	17	28	\$875,900	69	132	62
Other	48	38	\$268,760	79	68	2
PSA	3	6	\$35,282	4	0	0
Reality Series	1	60	\$449,340	0	0	0
Reality TV Special	46	228	\$1,126,812	84	41	1,626
Still Photography	49	102	\$850,306	152	93	484
Student Film	15	20	\$20,997	12	10	0
TV Special	4	24	\$179,864	38	14	99
Webcast	24	79	\$226,707	215	76	18
TOTALS	470	1,271	\$13,130,233	2,753	1,645	3,671
				4,398		

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