



City of Phoenix

To: Mark Hughes
Public Information Director

Date: August 30, 1995

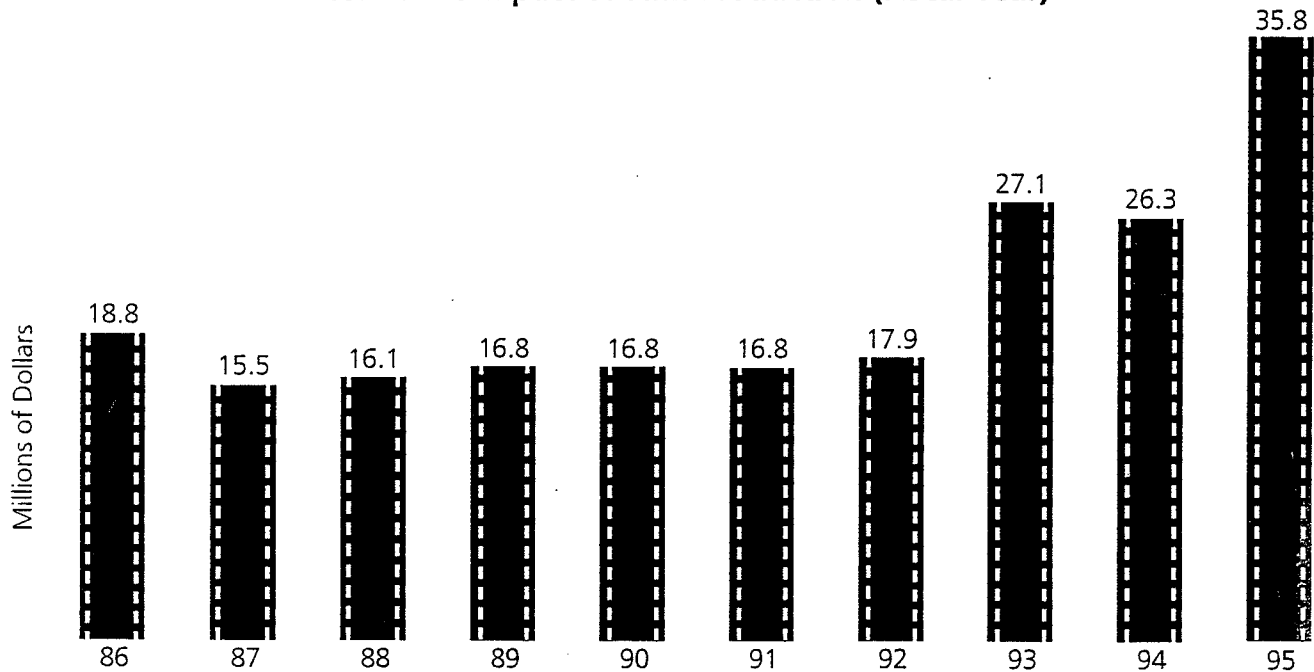
From: Luci Marshall
Film Office

Subject: Economic Impact Film Production Report
Fiscal Year 1994-95



- 4 Feature Films
- 4 Television Movies
- 2 Music Videos
- 4 Television Shows
- 64 Industrials
- 369 Commercials
- 188 Still Photo Assignments

Economic Impact of Film Production (Fiscal Year)



We've had an incredible year!

FY 94-95 revenues totalled \$35,822,659 which is an all-time record high, resulting in a 36% increase over the previous year.

The Phoenix Film Office's success in attracting the film and tape industry is due to the team efforts of the dedicated, enthusiastic and knowledgeable staff.

There is one caveat in projecting next year's revenues. While the City of Phoenix will enjoy tremendous gains in revenues from the 1996 Super Bowl, film production is likely to decline due to the lack of hotel accommodations and access to certain locations.

This data is compiled from local and out-of-state companies. No multiplier is used. Attached is a copy highlighting film activity.

Feature Films

"Family Plan"
"The Ride"

Movies of the Week

"All My Friends Are Cowboys"
"Robin Cook's Invasion"

Video Release

Camerahead
Golden Fleece
Finding Destiny
Hack
Midnight Mambo
Starved
The Fanatic
21 War Room

Television Shows

All-State Motor Club
Country America
Court TV
Dating (Japan)
Day & Date
Discovery Channel
Great Escapes
History Channel
Inside Story — The Human Body
Medical Detectives
Native American Pathways
River of Life
Rules of the Game (England)
Technology: Year 3.5 Million
(Japan)
Wheel of Fortune
Wish You Were Here (England)

Commercials

ABCO
Acura
Adidas
Allstate Insurance
America West
American Express
American National Bank
APS
Arizona Diamondbacks
Arizona Health Services
Arizona Lottery
Asahi Beer (Japan)
AT&T
Audi
Bank One
Best Western
British Airways
Bombardi A — Electric Car
Bud Light
Buick

BMW
Cadillac
Chapman Chevrolet
Charles Schwab
Checker Auto
Cheerios
Chevrolet
Chrysler
Circle K
Cliff Castle Casino
Cobra Golf Clubs
Colt 45 (Malaysia)
Coors
Dodge
Don Pablo Restaurants
Doral Cigarettes
Dow Chemical
Dr. Scholl's
ESPN
Fox Baseball
GM Oldsmobile
Hamburg Electric Company (Germany)
Honda
Hummer
Ivory Soap
Johnson Memorial Hospital
KitKat Bar
K-Mart
KMLE Radio
KPNX-TV 12
KTAR Radio
Kudos Candy Bar
La Quinta Hotels
Lencrafters
L&M Cigarettes (Europe)
Mazda
McCain Pizza (France)
Medici Research
Miller Life
Molson
Nike
Nissan
Novell Computers
Oakland A's
Oldsmobile
Phoenix Coyotes
Plymouth
Pontiac (Canada)
Premier Health Care of AZ
Realty Executives
Southwest Airlines
Snapple
State Farm Insurance
Texaco
Toyota
Tyco Toys
US West
Visa
Wil/Tel Communications

Suit Photo Assignments

Alba Moda
Aqua Leisure Fashion Catalog
Besserer (Germany)
Buick
Burger du-Nord Fashion Catalog
(France)
Cadillac
Chevrolet
Corvette
Deva Life Wear Catalog
Dodge
Doral Cigarettes
Draper & Damons Fashion Catalog
Farrah Slacks
Fila
Ford
General Motors
Harley Davidson Fashion Catalog
J.Jill Fashion Catalog
Lane Bryant Fasion
Limited
Lord & Taylor
Macy's Menswear Catalog
Marlboro
Mark's Work Warehouse
Maul Belser (Germany)
Medasis Pharmaceutical
Men's Fitness Magazine (Germany)
Motorola
Motunui Fashion Catalog (Belgium)
National Bank of America
Neiman Marcus Fashion Catalog
Newport News
Nordstrom Fashion Catalog
Otto Versand (Germany)
Premier Health Care of AZ
Realty Executives
Reliable Resources
Rolling Rock Beer
Sears Fashion Catalog
Speedo Fasion Catalog
Spiegel Fasion Catalog
Sportschek Fashion Catalog
(Sweden)
Talbot's Fashion Catalog
United Way
US West
Veillon (France)
Volvo
Wehkamp Fashion Catalog
Wilmore Manufacturing
Yonex Fashion Catalog

August 30, 1995

Feature Films

"Deadman"
"Flirting with Disaster"
"Tank Girl"
"Waiting to Exhale"

Television Movies

"Adventures of the Zordine Warriors"
"Dark Fury"
"Rage"
"Seduced and Betrayed"

Television Shows

Discovery
HBO Visitors Network
Rescue 911
Unsolved Mysteries

Commercials

Apple Computers
America West
Arizona Lottery
Blue Cross/Blue Shield
Bud Light
Cadillac
Circle K
Chevrolet
Chevron
Chrysler
Cox Communications
FHP Senior Insurance
Franklin Batting Gloves
Fry's
GMC
Greyhound Financial Services
Goodyear Tires
KTAR Radio
Liquid Plumber
Lotus Software
McDonalds
Micro-Age
Milwaukee Journal Tribune
Mobil Oil
Nokia Cellular Phone
Peter Piper Pizza
Play It Again Sports
Plymouth
Powerwheels
PPG Paint
Rally's
Rollerblade
Samaritan Health Services
Stay in School
Stride Rite Shoes
Sunsweet Prunes
Super Shuttle
Target
United Drug Stores
Volkswagen
Volvo

Still Photo Assignments

Adidas
APS
Audi
Barrie Pace Fashion
Bauer (Germany)
Bedford Fair
Chevrolet
Chrysler
Coventry Homes
Dayton's
Del Webb
Dillard's
Dodge Truck
Family Fun Magazine
Ford Truck
GMC
Good Housekeeping Magazine
Goodyear Tire
Gottschalk Fashion (Germany)
Grattan (Germany)
Intersport (England)
JC Penney's
Lane Bryant
Mercantile Fashion
Merck Pharmaceutical
Neiman Marcus
Otto Versand (Germany)
Peter Piper Pizza
Quelle (Austria)
Rolf Winter (Germany)
Roto-Rooter
Schopflin (Germany)
Smitty's
Sportscheck (Sweden)
Talbot's
Target
UDC Homes
US West
Veillon (France)
Volvo
Walmart
Wehkamp (Netherlands)
Wenz (Germany)

Industrials

Allied Signal
Amway Training
Autobike
Cadillac
Dansa Transportation (Sweden)
Exercise Video — AC Green
Federal Highway Administration
Greyhound Financial Services
Honeywell
Human Behavior
Journey Shoes
Karsten Ping
Korean Economic Development
Motorola
Salt River Project
Volkswagen



City of Phoenix
FILM OFFICE

Winner of the
Carl Bertelsmann
Prize

August 1, 1995



TO: Mark Hughes
Public Information Director

FROM: Luci Marshall
Film Office Program Manager

SUBJECT: Economic Impact Report 94-95

We have completed our preliminary calculations for the 1994-95 Economic Impact Report and we have great news. This year's film revenue has reached an all-time high of \$28.1 million dollars, an increase of 6.5% from the previous year.

The final total will be slightly higher, as we still have not received all the responses.

Listed below are some of this year's highlights.

FEATURES:

"Waiting to Exhale"
"Flirting with Disaster"
"Deadman"

COMMERCIALS:

Circle K
Budweiser
Walmart
America West
Plymouth
Liquid Plumber
Rollerblade
Lotus Software
Cadillac
Converse

STILLS:

Dodge
Otto Versand (Germany)
Adidas
Neiman Marcus
Wenz (Germany)
GMC
Target
Popular Club
Intersport (England)
Goodyear Tire