

For Art's Sake: Film Committee

December 10, 2009

Vision for Sacramento Region – Where we want to be

The Capital Region is widely recognized as a film capital...Film production is growing every year.....the talent and crews necessary to support such production is present here...and our film festivals attract celebrities, industry insiders and tourists.

Areas for Strategic Focus

1. Incentives
2. Infrastructure
3. Marketing & Promotion
4. Film Festivals

1. Incentives

Incentives = key element in regions which have succeeded.

- Requirement: Build a strong hospitality culture that creates a welcoming work environment
- Message: *Sacramento has incentives PLUS a lower cost of doing business*
- Early and relatively easy?
 - Design tax rebates that are paid after the project is complete
 - Secure donated vacant offices & buildings
 - Secure donated or discounted services
- Best Practice research to shape specifics such as:
 - Most effective tax incentives
 - Other \$ incentives (e.g. free permits)
 - Most effective types of in-kind donated services (e.g. hospitality)
 - Film Festival related (e.g. Mayor's cash award)

2. Infrastructure

1. Regional Film Office have resources to provide centralized leadership to achieve vision (i.e.increased film production)

- Where to locate office organizationally to support vision?
- Office to oversee the plan to achieve vision
- Empowered to facilitate producers' working here
- Advisory Board bringing in variety of voices
- How to fund?
- Early and relatively easy?
 - Convene the 3 existing offices

2. Infrastructure (cont'd)

2. Identify funding and potential locations to create production facilities such as a sound stage
 - Early and relatively easy?
 - Identify a film production zone which has infill funding
3. Create awareness of the labor pool which exists here and provide opportunities for apprenticing with out-of-town crews
 - Early and relatively easy?
 - Build a website that inventories and identifies labor resources and skills
4. Work with Los Rios or Sac State to create training programs to upgrade skill sets

3. Marketing and Promotion

Create **marketing and promotion** plans to the film industry emphasizing the advantages of Sacramento.

- Early and relatively easy?
 - Mayor (and Governor) make pitch to producers

4. Film Festivals

Capitalize on & strengthen film festivals to raise region's profile & to attract business

- Develop a marketing program emphasizing the year-round nature of Sacramento Region's film festival activity
- Early and relatively easy?
 - Mayor creates a regular convening of festivals to explore how to create synergies
- Further best practice research re: festivals successful at:
 - Raising an area's profile as film and arts community
 - Building business by attracting buyers, agents, scouts
- N.B.: successful film festivals do not necessarily attract film production
 - They do raise the arts profile of an area

Feel the love!

