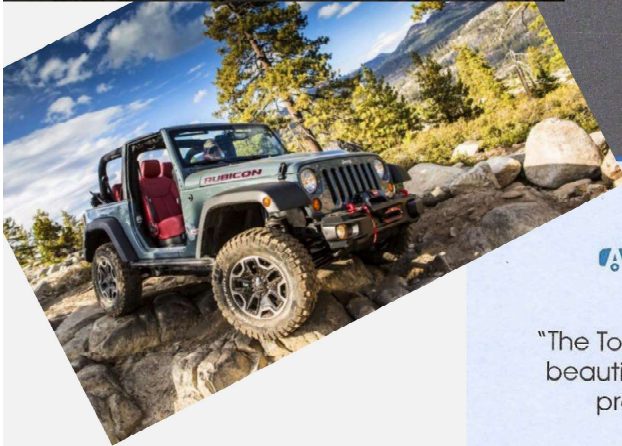




**Film Promotion**  
**El Dorado Lake Tahoe**  
**Film & Media Office**







# The CALIFORNIA LOCATIONS TOUR

Partnerships:

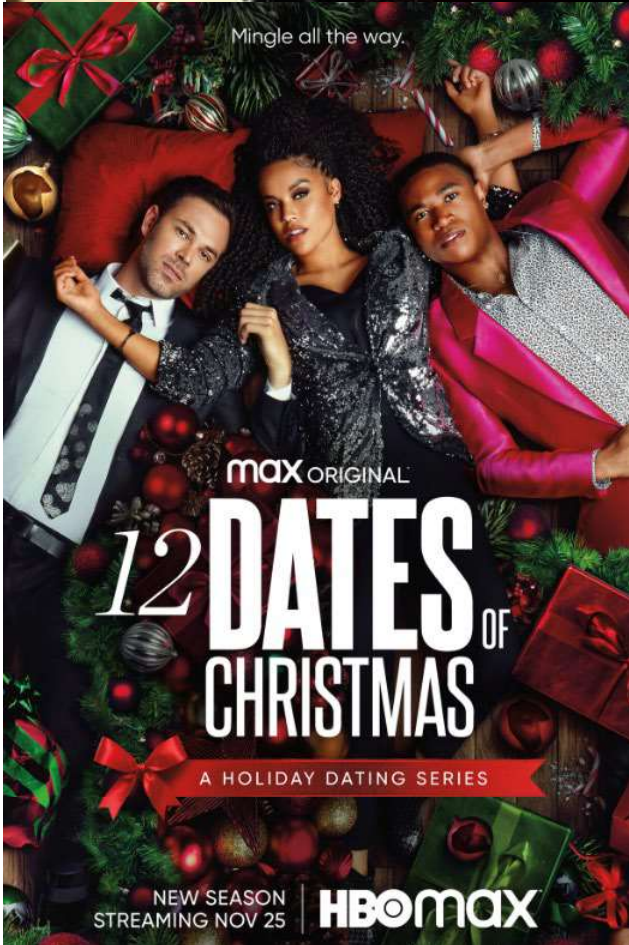


"The Tour" is visiting ten California filming destinations to highlight the beautiful, practical, innovative and never before seen locations to promote to the global tourism and entertainment industry.





# Filmed on Location in El Dorado County



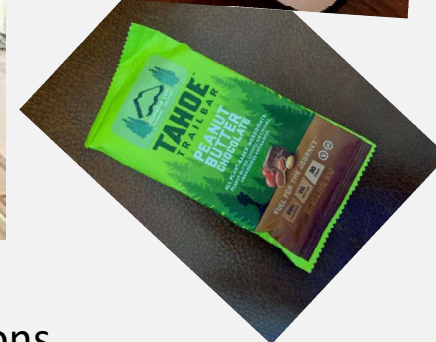
modernfamily







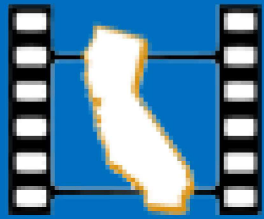
# PROGRAM OVERVIEW



## Marketing through;

- Relationship building
- Cold Calls on Projects
- Direct mail advertising
- Award-winning Promotional giveaways
- response to client calls on a 24 hour a day 7 day a week basis
- Region Marketing for both the Gold Country and Lake Tahoe Regions
- Working in conjunction with the California Film Commission of Legislative Issues
- Attendance at as many industry related events and expos as the budget allows including but not limited to, Locations Expo, CFC COLA Awards, AFCI Cineposium, Independent Feature Project in NYC, AICP Show in SF, and LMGI Awards. The purpose (of these events) is to introduce ourselves to new clients, bond with old clients, and keep our identity fresh in the minds of working film industry professionals.
- A “Media” specific On-Line Press Room complete with high resolution promotional photos of the county





# FLICS

FILM LIAISONS IN CALIFORNIA STATEWIDE



## 24th Annual CALIFORNIA ON LOCATION AWARDS

DECEMBER 16, 2018 • BEVERLY HILTON HOTEL

### El Dorado County Lake Tahoe



### Kathleen Dodge

Executive Director  
El Dorado/Lake Tahoe Film & Media Office  
542 Main Street  
Placerville, CA 95667



Phone (530) 676-4400  
Toll-Free (800) 457-6279  
Fax (530) 642-1624  
film@eladorado-county.org  
www.FilmTahoe.com

### Locations

- Small Towns
- Cabins & Camps
- Waterfalls
- Rivers & Whitewater
- Lakes
- Mountain Vistas
- Rolling Hills
- Ski Resorts
- Barrs & Ranches
- Forests
- Vineyards
- Orchards
- Meadows
- Historic B&B's & Churches
- Upscale Neighborhoods & Mansions.

### Services

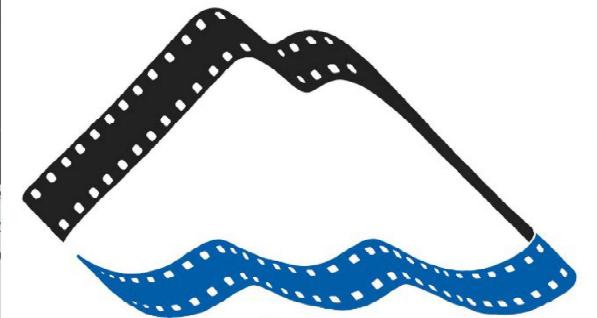
- On call 24/7
- AFCI and FLICS Member
- Digital Location Photo Library
- Media Press Room
- Vendor Referrals
- Crew Lists
- Area Maps
- Lodging Information
- Permitting
- Scouting Services.

### Quick Facts

Stunning El Dorado County offers more than 1,800 square miles of remarkably diverse topography, nestled between Sacramento and the magnificent Sierra Nevada at Lake Tahoe. From open ranch land and rugged forest to verdant meadows, El Dorado County has it all!

### Credits

- Film: Smokin' Aces, Memoirs of a Geisha, City of Angels, Breakdown
- TV: Valley of Light, Love Comes Softly, Hallmark, Retrievers: Animal Planet
- Commercial: Coke, Safeway, Mercedes-Benz, Honda, Toyota, PPA



# filmtahoe.com

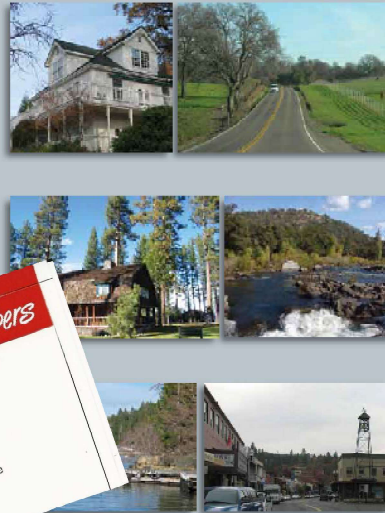
EL DORADO • LAKE TAHOE



**COLA CEREMONY** *Committee Members*

Co-Chairs:  
 Janice Arrington – Orange County  
 Pauline Ezzi – Antelope Valley  
 Charla Teeters – Imperial County  
 Sheri Davis – Inland Empire  
 Kathleen Dodge – Chair – El Dorado Lake Tahoe  
 Eric Coyne – Tulare County  
 Janice Arrington – Orange County

Choir Emeritus:  
 Sponsor Chair/Committee:







# CREW+TALENT+VENDORS+LOCATIONS=\$\$

The El Dorado Lake Tahoe Film & Media Office provides production companies with many services. Location filming means jobs and revenues, not just within the film industry, but also in a wide variety of other local businesses, and a widespread economic impact that benefits the community. In an industry of small businesses, not just large studios the El Dorado Film Commission guide for location shoots creates jobs for camera operators, sound and lighting technicians, electricians, caterers, plumbers, carpenters, animal trainers, truck drivers, makeup artists, graphic artists, photographers, hairdressers, set designers, and production assistants. The El Dorado Film Commission works with each production company to provide local referrals and act as a liaison between business, government agencies and individuals.





**RELATIONSHIP BUILDING and STRENGTHENING with National, Statewide, and Regional Film Industry agencies and organizations; To enhance our professional reputation, establish and reinforce positive brand recognition and identification for our Film & Media Office, El Dorado County and the City of South Lake Tahoe.**



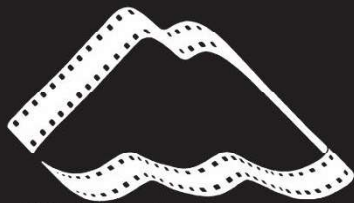


# COMMUNITY EDUCATION & OUTREACH

- **Film Industry Mixer** – Networking aspiring media professionals and how the general public can participate in and benefit from on location filming in the region.
- **Library Program** – Providing a copy of films shot on location in El Dorado County to the El Dorado County Library System, though the Cameron Park Library. The library will in turn create a special list of videos and DVD's available for the public to borrow.
- **Business education** – One on one meetings and conversations to answer questions about working with the film industry, business referrals, and seminars
- **Career education** – Speakers who attend school career events and also offer individualized information on working in the entertainment industry
- **Philanthropic Endeavors** - Film items donated to El Dorado County charities for silent auctions







filmtahoe.com

EL DORADO COUNTY  
CHAMBER OF  
COMMERCE BUSINESS  
SHOWCASE  
FREE FOOD, WINE  
AND BEER TASTING!

ATTENDANCE IS FREE!

FOR MORE INFO, CALL  
KATHLEEN DODGE AT  
530-626-4400  
FILMTAHOE.COM

MASTER of CEREMONIES



Mark S. Allen,  
six time Emmy  
Award-winning  
television host  
and producer.

SacPress - Own work, CC BY-SA 4

The El Dorado Lake Tahoe Film & Media Office  
*Invites you to attend*

Booth Reservations Open!

Sponsorship  
Opportunities Available

COME AND SEE!

**BUSINESS SHOWCASE  
& I♥FILM MIXER**

SEPTEMBER 9, 2022  
4PM TO 8PM

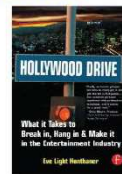
YOU WON'T WANT TO PASS UP THIS OPPORTUNITY TO SHARE YOUR BUSINESS AND ITS UNIQUE QUALITIES! THIS IS A SELLOUT EVENT. GET YOUR BOOTH SOON!

EL DORADO COUNTY CHAMBER OF COMMERCE  
EDC

BUSINESS SHOWCASE & I♥FILM MIXER

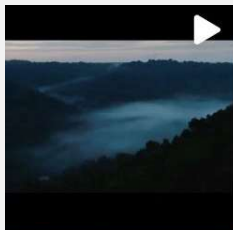


Eve Honthaner, Deputy Director of the California Film Commission and renowned author has worked with DreamWorks, Legendary Pictures, and films such as *Titanic* and *Tropic Thunder*.



Networking Reception 8:30-11PM  
The Breakroom - 4131 S. Shingle Rd., Shingle Springs, CA  
530-763-6761 www.breakroomeatery.com  
NOTE: Free passes required and available only at speaker event above

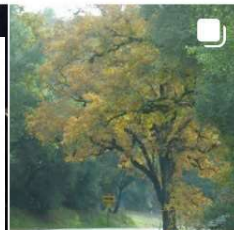




"The mountains are calling and I must go." —John Muir

### El Dorado Lake Tahoe

- Two major highways
- Elevation from 200 to 10,881 feet
- Authentic Gold Rush sites
- Pristine alpine lakes
- Miles of untamed rivers
- The majesty of Lake Tahoe
- Two incorporated cities (Fiscerville & South Lake Tahoe)
- over 20 quaint historic towns



"The whole thing about making films in an organic film on location is that it's not all about characters, relationships and themes, it's also about place and the poetry of place. It's about the spirit of what you find, the accidents of what you stumble across." —Mike Leigh, director



WOULD YOU LIKE TO add your business TO OUR VENDOR DIRECTORY OR your name to our CREW DIRECTORY?



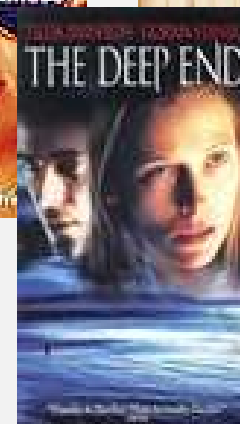
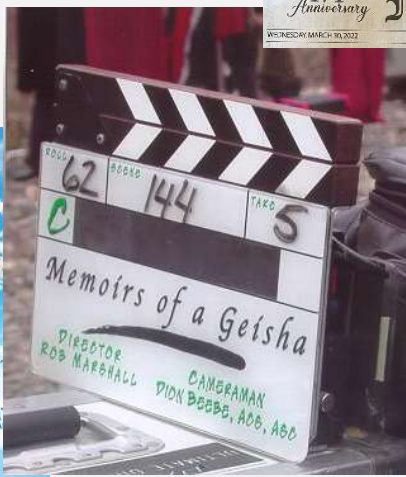
<https://www.facebook.com/officialfilmtahoe/>





# NEEDS STATEMENT

- The El Dorado County Chamber of Commerce Film Commission is continuing an aggressive program for attracting the film/television industry to El Dorado County. Once a project arrives in the County, the El Dorado Lake Tahoe Film & Media Office acts as a liaison between local businesses, government, County residents, land owners and the film/television production companies. Working to facilitate on-location production activity and referrals ensures maximum local participation and economic benefits to our County.











# PROGRAM EVALUATION



- Monthly work reports
- Annual staff reviews
- Annual economic impact tracking

## Data Tracking

- The film office keeps record of all client contacts, the date of the contact and the nature of the project the clients are working on.
- The film office also keep record of all projects that actual film in El Dorado County or use El Dorado County resources in manner that would create economic impact within the county.

## Short Term Benefits

- Each year since the start-up of the Film Office between twenty and thirty projects film on location in El Dorado County annually, with an estimated economic impact between \$1 and \$6 million dollars. We have learned that these projects purchase many things in the county including, groceries, gasoline, clothing, expendables, lodging, building supplies, and location rentals as well as employing crew members and talent for their projects. Therefore we know location filming has increased and become a consistence revenue source in the county, positively effecting both tax dollars and employment.

## Long Term Benefits

- In addition to the obvious economic benefits on location filming provides to our community, it will also have a long term impact on our “cultural history”. The films shot on location now will be a public archive of our cultural history. The Film & Media Office also impacts future career opportunities in the industry by providing experiences to local community members to participate in motion picture filming that they would otherwise not have been exposed to; at he same time making them more employable for further endeavors in the industry.

# PROJECT DEVELOPMENT

- Working with emerging filmmakers on new feature film productions.
- Working with local stations to develop and support new programming and expand local crew base.
- Working with producers in creating local content for cable and network television.
- Working with production companies during filming to maximize promotion of El Dorado County brands and labels through “product placement” ventures.





- Constantly Working on New Projects
- Developing New Locations
- Developing Local Agency Relationships
- Developing Studio Relationships



For More Information Contact:  
El Dorado Lake Tahoe Film & Media Office  
of The El Dorado Chamber of Commerce  
542 Main Street, Placerville, CA 95667

**filmtahoe.com**

530-626-4400

**Kathleen Dodge, Executive Director**