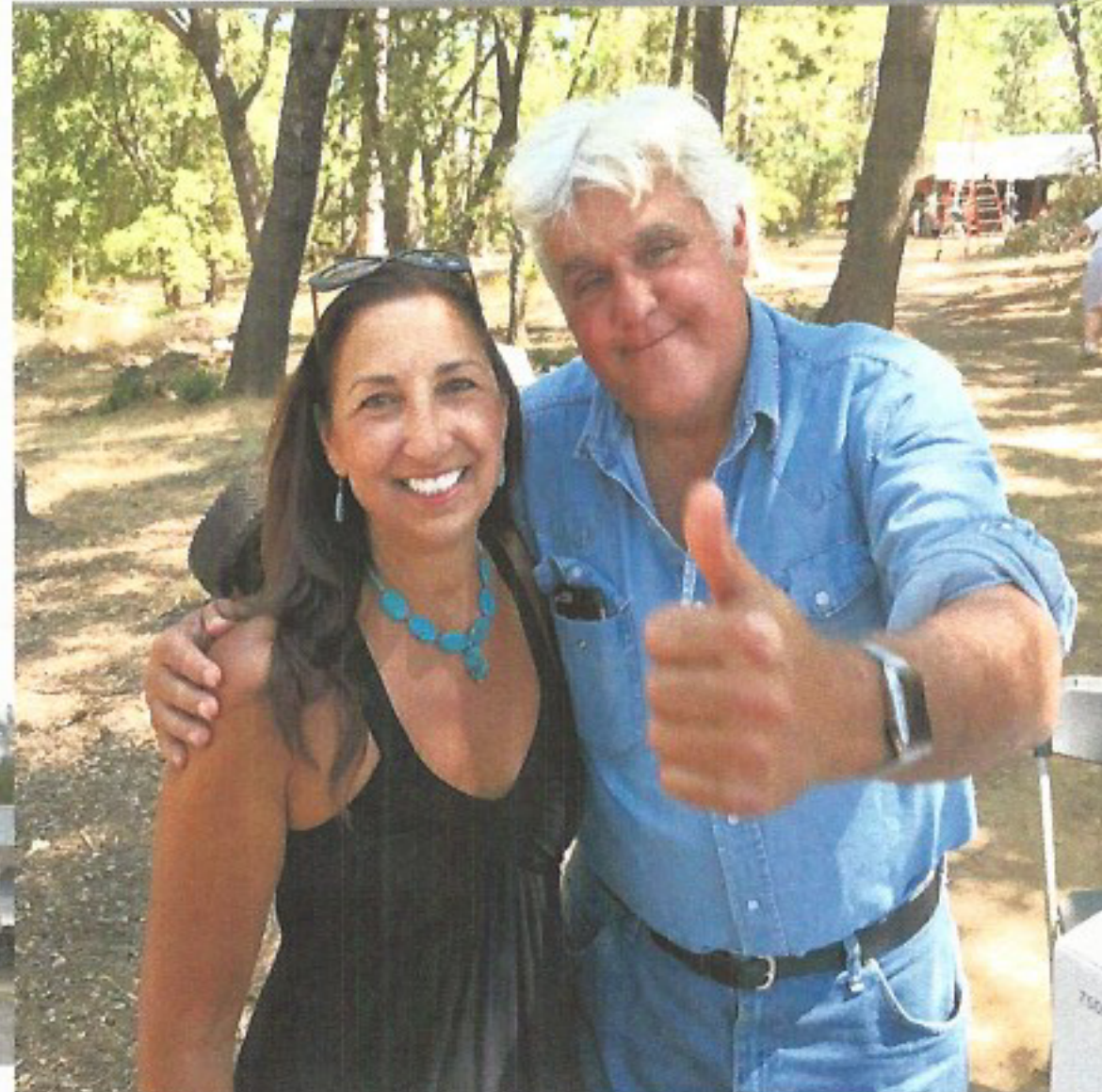
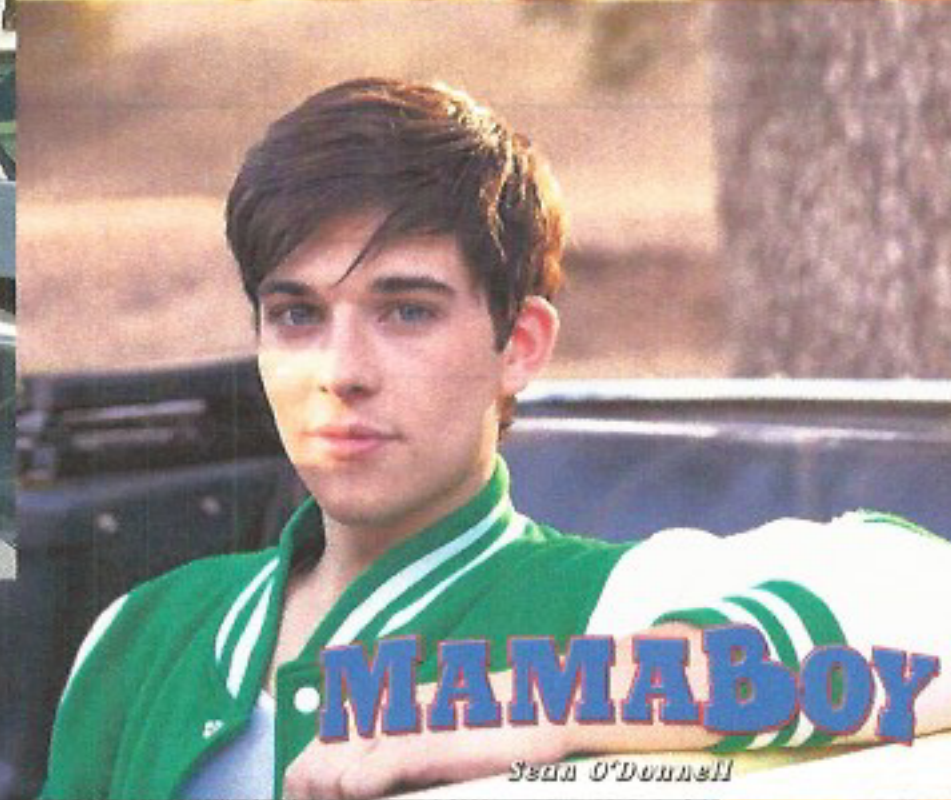


filmtahoe.com

Film Promotion
El Dorado Lake Tahoe
Film & Media Office



Filmed on Location in El Dorado County



**MEET THE
BLACKS**

GARY OWEN KING BACH CHARLIE MURPHY MIKE TYSON GEORGE LOPEZ





PROGRAM OVERVIEW

Marketing through;

- Relationship building
- Cold Calls on Projects
- Direct mail advertising
- Immediate 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 New York, Show Biz Expo, Cinegear. 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
- Award-winning Promotional giveaways





filmtahoe.com



CALIFORNIA ON LOCATION Awards

COLA CEREMONY

Committee Members

Co-Chairs:

Janice Arrington - Orange County
Pauline East - Antelope Valley
Charla Teeters - Imperial County
Sheri Davis - Inland Empire
Kathleen Dodge - Chico - El Dorado Lake Tahoe
Eric Coyne - Tehama County
Janice Arrington - Orange County

Chair Emeritus:
Sponsor Chair/Committee:

VARIETY

NOMINEES

SIGNATURE COLA AWARD

Amy Lemisch, Executive Director
California Film Commission

INDIVIDUAL

LOCATION MANAGER - Feature Film, Studio

CHiPy - Rick Schuler
Live By Night - Il Hook
Unforgettable - Matt Prisk

LOCATION MANAGER - Television Half Hour

"Fresh Off The Boat" - Kim Crabb
"Future Man" - JJ Levine
"Those Who Can't" - Dan Cooley

LOCATION MANAGER - Television One Hour

"Westworld" - Mandi Dillin
"Marvel's - Agents of Shield" - Justin Hill
"Rosewood" - Kris Bunting

LOCATION MANAGER - Feature Film, Indie

The Divide - Jaime Tafaya
Wakefield - Dan Cooley
Mansons - Michael Wesley

LOCATION MANAGER - Commercial

Tra Green - Alasdair Boyd
Prius 4 - Chris Gutierrez
State Farm Insurance - Frank Yoshikane

LOCATION MANAGER - Music Video

Sledgehammer - Robert St. John
Shut Us Down - James Parker

PUBLIC EMPLOYEE - City

City of Hawthorne Police - Lt. Julian Catano
City of Los Angeles, Parks and Rec - Nicole Robottom
City of Placerville - Steve Youd

PUBLIC EMPLOYEE - County

Los Angeles County - Debra Goodwin
El Dorado Irrigation District - Greg Hawkins
El Dorado Sheriff's Office - Dep. Josh Bisantz

PUBLIC EMPLOYEE - State

Department of Transportation - Roger San Juan
State Parks - James Valder
CHP - Kristi Cardoza

PUBLIC EMPLOYEE - Federal

Bureau of Land Management - Elaine Harison
National Park Service - Catharine Bishop
US Forest Service - Scott Evans & Marc Stamer





FLICS
FILM LOCATIONS IN CALIFORNIA STATEWIDE



filmtahoe.com

**El Dorado County
Lake Tahoe**



Kathleen Dodge

Executive Director
El Dorado Lake Tahoe Film & Media Office
542 Main Street
Placerville, CA 95667
Phone (530) 626-4400
Toll-Free (800) 457-6279
Fax (530) 642-1624
film@eldoradocounty.org
www.FilmTahoe.com



Locations

- Small Towns
- Cabins & Camps
- Waterfalls
- Rivers & Whitewater
- Lakes
- Mountain Vistas
- Rolling Hills
- Ski Resorts
- Barns & 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!

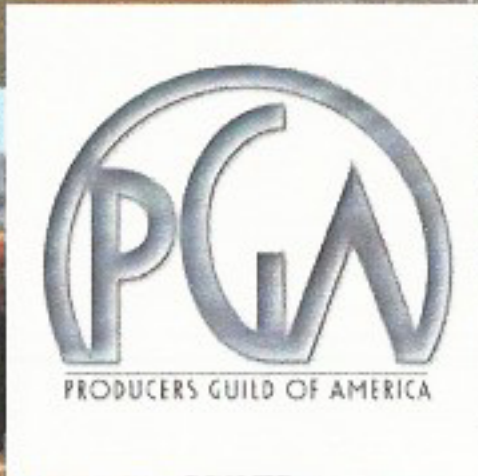
Credits

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



**COLA
WINNERS
PUBLIC
EMPLOYEES
OF THE
YEAR,
•City of
Placerville
and
•El Dorado
County!!!**





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BEN | **PINEWOOD ATLANTA STUDIOS** | **Bloomberg®** | **PRG**

Panasonic CINEMA | **ep Entertainment Partners** | **NY FILM BUFFALO NIAGARA FILM OFFICE**

molecule | **SILVERCUP STUDIOS** | **filmatahoe.com** | **U.S. VIRGIN ISLANDS™ FILM OFFICE**

POST NY ALLIANCE | **IMO UpstateNY** | **ECD digital** | **Indiepay**



El Dorado ★ Lake Tahoe Film & Media Office

Folsom Film Commission

filmtahoe.com | 800-457-6279 | 530-626-4400

- ★ On-line Digital Photo Library
- ★ Area Maps & Weather Charts
- ★ Crew and Vendor Referrals
- ★ Permit Services & Scouting

916-985-2698 | FolsomChamber.com

Photography by J.C. Neff

VIRGINIA IS FOR FILM LOVERS™ VIRGINIA FILM OFFICE

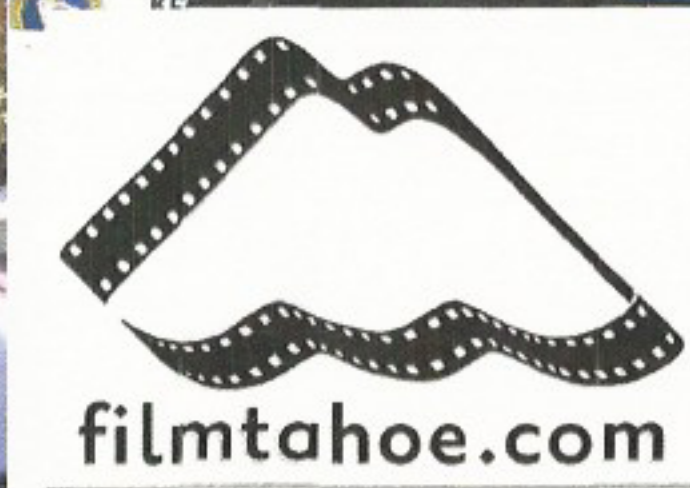
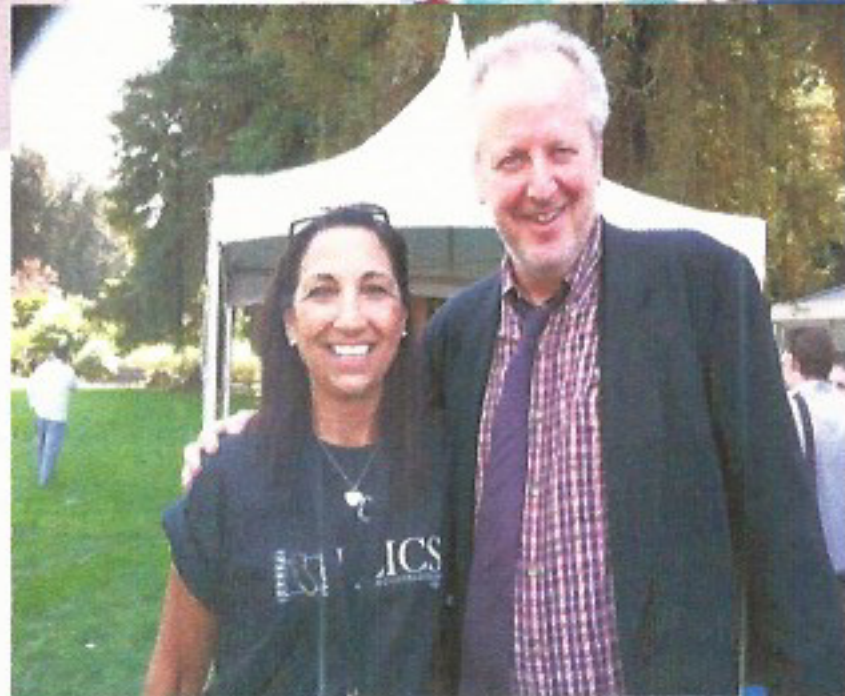
MADROÑA

Heineken

AFFILIATE PARTNERS

SAG-AFTRA | **MP**

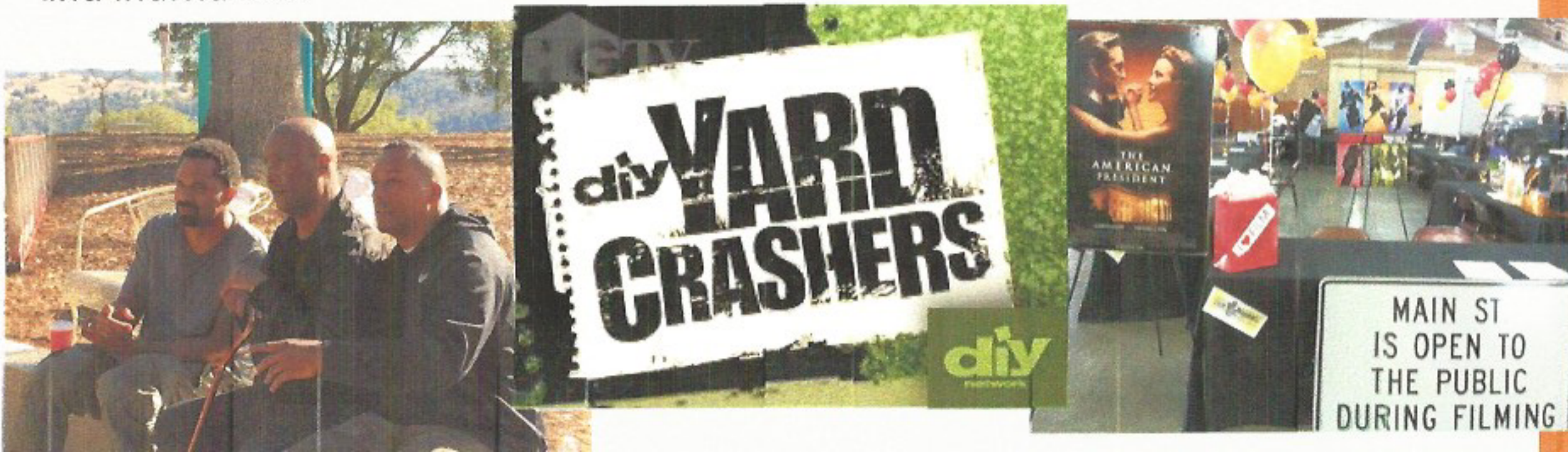
Hollywood REPORTER | **THE WRAP**



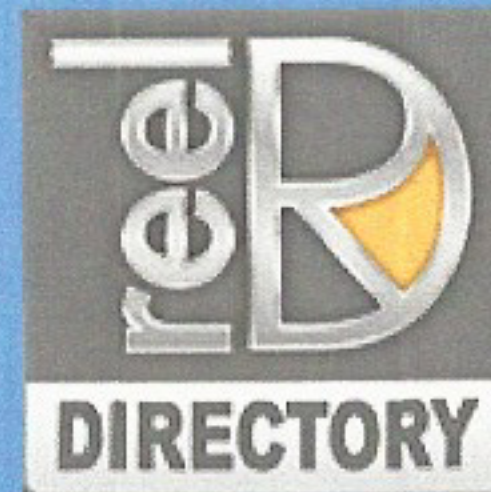
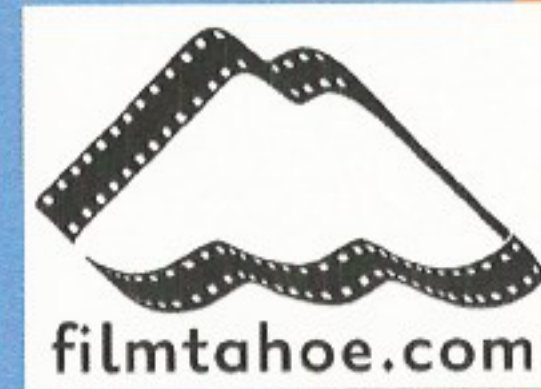


CREW+TALENT+VENDORS+LOCATIONS= \$\$

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.



ASSOCIATION
OF INDEPENDENT
COMMERCIAL
PRODUCERS



Sacramento
VIDEO INDUSTRY



PROFESSIONALS

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



EL DORADO COUNTY

Self Guided Tour of Filming Locations in EDC

Tourism Partnership

EL DORADO WALK OF FAME

1. Lathrop Road, Lathrop
2. El Dorado Hills Town Center
3. El Dorado Hills Town Center

HONKYTONK MAN (1988)
1. Lathrop Road, Lathrop

RED DOLLAR (2011)
2. El Dorado Hills Town Center
3. Jacksonton Lake, Sly Park

CHAIN LETTER (2010)
3. El Dorado Hills Town Center

INDIANA JONES: TEMPLE OF DOOM (1984)
8. South Fork of the American River

WHITE MILE (1994)
1. Fingertmaker, South Fork of the American River

EVIL AND THE KING (1995)
6. American River Resort, Coloma

STRAIGHT FROM THE HEART (2003)
1. St. John's Church, Coloma
24. McLean Junction at Lathrop Pass

VALLEY OF LIGHT (2001)
8. Marshall Gold Discovery State Historic Park, Coloma

BAYWATCH: WALKER (2001)
9. Gailita Rock, South Fork of the American River, Coloma

BUSHWICK ROAD (1995)
10. South Fork of the American River

EL DORADO WINTER (2000)
11. Eldorado National Forest

LOVE CHEMIE TOSTLY (2004)
11. Fingertmaker, Pilot Hill

MEMORIES OF A GEISHA (2005)
12. Crown Point, South Fork of the American River

BRIDGES (1997)
13. Jackson Hole Recreation Area

GENIE (2000)
10. Gailita Rock

THE INVITED (2001)
15. Placerville Cemetery
21. Crystal Springs, Camina

OUT OF THE WOODS (2001)
14. Main Street, Placerville

THE RETRIEVERS (2001)
17. City of Placerville
20. Camina Lumber Mill

GONE BUT NOT FORGOTTEN (2001)
18. Courthouse, City of Placerville

100 (2011)
19. Shadow Ridge Ranch
23. Camp Richardson Beach, South Lake Tahoe

ALL HE'S WINDING LONES (2008)
22. Gharr Winemaking Ranch, Pollock Pines

THE HORSE WHISPERER (1986)
24. PIP Campground, Eldorado National Forest

ALMOST FAMOUS (2000)
25. Mammoth Immigrant Trail

JACK'S FAMILY ADVENTURE (2011)
26. China Flat, Kyburg

WHITE AIR (2001)
28. Sierra at Tahoe, Eldorado National Forest

SMOKIN' ACES (1994)
30. Stateline, South Lake Tahoe

CITY OF ANGELS (1998)
31. Fallen Leaf Lake, South Lake Tahoe

THE BODYGUARD (1992)
32. Fallen Leaf Lake, South Lake Tahoe

A PLACE CALLED HOME (1994)
34. Pope Estate, Tallac Historic Site, South Lake Tahoe

CORD (1994)
34. Erlman Mansion, Sugar Pine Point State Park

THE DEEP END (2001)
37. Highway 89 West Shore of Lake Tahoe

Find the exact location. www.findyour.com

GO TO PENTAGON.COM

Find the exact location. www.findyour.com



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.



SPECIFIC PROGRAM ACTIVITIES



EL DORADO COUNTY FIRE PROTECTION DISTRICT
FILM LOCATION
FIRE SAFETY FIELD INSPECTION CHECKLIST

WHER _____ DATES OF FILMING _____
DAY _____ OF _____ FILM DAY(S)
DRESS _____ PRODUCTION NAME _____

MUST BE COMPLETED DAILY FOR EACH PERMITTED FILMING LOCATION AND FILE WITH A COPY OF THE FILM PERMIT. This completed checklist shall be available to any El Dorado County Fire Inspector visiting the filming location.

Indicate if the location matches the statement or if it is Not Applicable. For each NO the issue must be noted and executed before filming can continue.

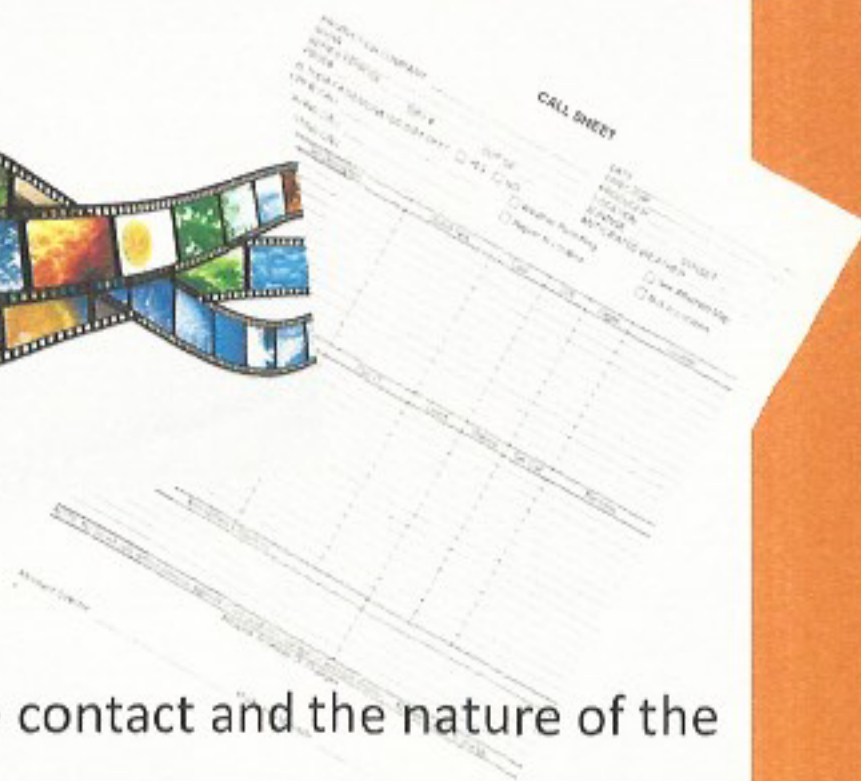
Question	Yes	No	N/A
EQUIPMENT			
A. Are all required fire lanes kept clear 200-foot clearance? Are all fire hydrants and Fire Department Connections (FDC's) clear of all equipment and vehicles?			
B. Are all fire sprinkler heads kept clear for proper operation (18" clearance)? There is nothing attached or hung from the sprinkler system piping.			
C. Are all sprinkler systems, standpipes, fire alarms and other fire protection equipment properly serviced and in good working order? Fire protection systems shall be disabled for filming operations only with specific approval from County of Los Angeles Fire Department and the owner of the building.			
D. Are fire extinguishers (21, 12B C, wet rating) and other fire and life safety equipment (exit signs, secondary lighting, etc.) properly serviced, in good working order and readily accessible?			
E. Is there a method of reporting an emergency to the Fire Department readily available (cell phone, landline)?			

CORRECTIVE ACTION TO BE TAKEN _____

- Employment Development for jobs in the movie/television industry-related fields
- Permitting with over 75 agencies
- Generate leads and respond to inquiries by providing information and location pictures to film/television companies
- Generate media releases and articles to stimulate local interest and cooperation in providing information on locations, services available and talent/extras available
- Research and development of Social Media strategies



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.



El Dorado Lake Tahoe Film & Media Office - ROI

Years	# of Proj.	Impact \$\$	Funding	Return	% on Return
1993	17	1,856,700.00	74,500.00	1,782,200.00	2492%
1994	24	1,321,900.00	74,500.00	1,247,400.00	1774%
1995	25	6,059,000.00	63,913.00	5,995,087.00	9480%
1996	20	1,984,500.00	89,683.00	1,894,817.00	2213%
1997	33	3,265,750.00	63,747.00	3,202,003.00	5123%
1998	33	2,721,000.00	78,016.00	2,642,984.00	3488%
1999	24	1,198,500.00	84,279.00	1,114,221.00	1422%
2000	27	2,169,000.00	91,356.00	2,077,644.00	2374%
2001	27	2,004,500.00	92,606.00	1,911,894.00	2165%
2002	33	4,726,300.00	69,455.00	4,656,845.00	6805%
2003	30	3,880,500.00	92,606.00	3,787,894.00	4190%
2004	26	1,493,000.00	100,000.00	1,393,000.00	1493%
2005	31	3,227,750.00	101,650.00	3,126,100.00	3175%
2006	37	1,290,500.00	107,148.00	1,183,352.00	1204%
2007	23	2,073,500.00	111,270.00	1,962,230.00	1863%
2008	29	1,337,000.00	96,200.00	1,240,800.00	1390%
2009	29	2,619,050.00	113,601.00	2,505,449.00	2305%
2010	27	1,811,000.00	104,140.00	1,706,860.00	1739%
2011	35	1,837,500.00	118,003.29	1,719,496.71	1557%
2012	29	1,761,000.00	124,824.60	1,636,175.40	1411%
2013	34	2,177,000.00	124,828.00	2,052,172.00	1744%
2014	33	2,336,000.00	143,552.00	2,192,448.00	1627%
2015	27	2,114,500.00	143,552.00	1,970,948.00	1473%
2016	27	2,736,000.00	138,367.00	2,597,633.00	1977%

680 \$ 58,001,450.00 \$ 2,401,796.89 \$ 55,599,653.11

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.





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