



## Film Promotion

**El Dorado Lake Tahoe Film and Media Office**



# 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



**Marketing to clients in the following sectors;  
Still Photography - Commercial Production - Television Productions -  
Reality TV and New Media - Student Projects and Short Films -  
Independent Film Production - Studio Film Production**

**Business expansion** – Working with businesses that already exist in the County to show them how they can work with film crews when they are in town.

**Networking** - Working as a team with the Chamber of Commerce and the Winery Association, Apple Hills Growers Association, B&B's Association, Christmas Tree Growers Association, & the Winery Association to maximize the benefits of on location filming to their memberships.

**Business retention** – Continually creating a dialogue with past clients to encourage a healthy business relationship and repeat clients.



# JOB CREATION

The El Dorado Lake Tahoe Film & Media Office, an AFCI and FLICS member, 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. The Commission's website has a movie location library that features a variety of major motion pictures, made for TV movies, and cable TV series that have scenes shot on location all over the El Dorado County area. 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.



## COMMUNITY EDUCATION AND 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



# 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

- 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/articles to stimulate local interest and cooperation in providing information on locations, services available and talent/extras available



# 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 count 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.





# AWARDS

Finalist

Arts Management Excellence  
Art & Business Council





### Arts Management Excellence

Honoring nonprofit arts or cultural organizations that have demonstrated significant achievement in arts management.

#### CROCKER art museum

##### CROCKER ART MUSEUM

The first public art museum in the West, the Crocker Art Museum was established in 1885 and remains one of the leading art institutions in Northern California. The Museum offers a diverse spectrum of special exhibitions, events, and programs to augment its collections of Californian, European, Asian, African and Oceanic artworks, and international ceramics. The Crocker's educational and community programs are designed for visitors of all ages, and include concerts, lectures, and films for adults, gallery experiences for families, studio art classes for children and adults, and teacher workshops.

On October 10, 2010, the Crocker opened the 125,000-square-foot Teel Family Pavilion. The expansion more than tripled the Museum's size, enhancing its role as a cultural and educational resource for Sacramento and the region's many visitors.



##### EL DORADO LAKE TAHOE FILM & MEDIA OFFICE

The El Dorado Lake Tahoe Film & Media Office, an Affiliation of Film Commissioners International (AFCI) and Film Liaisons in California Statewide (FLICS) member, provides production companies with the information they need to take advantage of the vast resources our area can provide including local lodging, businesses, services, locations, crew and talent. Location filming means jobs and revenues, not just within the film industry, but also in a wide variety of other local businesses, with a widespread economic impact. In an industry of small businesses, not just large studios, this office helps to create jobs for local filmmakers, 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.



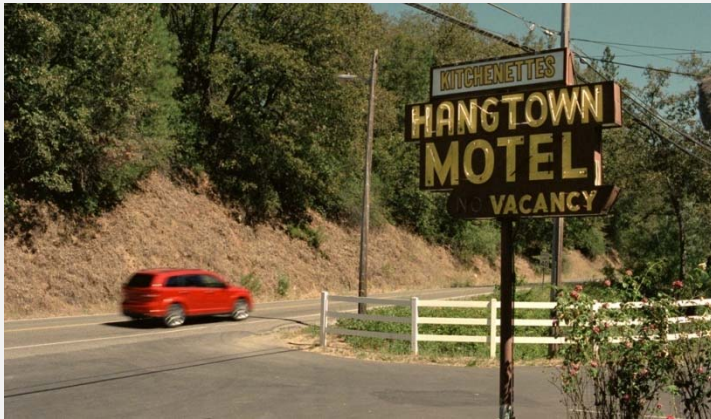
##### SACRAMENTO METROPOLITAN ARTS COMMISSION

The Sacramento Metropolitan Arts Commission, established in 1977, is the public arm for the arts. They provide funding and resources to local artists and arts groups, promote the arts through marketing and outreach initiatives, provide arts learning experiences for residents of all ages, run the public art program, boasting a 700 piece collection valued at over \$20 million dollars and just completed Sacramento's largest public art program ever at the Airport. Sacramento Metropolitan Arts Commission's Executive Director Rhyena Halpern deserves recognition for the many ways she has nimbly sought creative fiscal solutions in this long economic downturn. Since 2008, SMAC's budget has been trimmed by 64%. Through Rhyena's leadership, SMAC is seeking new revenue sources from grants, individual and corporate donations and fees for service. The Arts Open Daily arts marketing campaign received \$300,000 in media in-kind donations. Their arts education program has generated over \$150,000 in fees for its services in Sacramento's school districts. Donations have come from supporters like Hot Italian, artist David Garibaldi and arts maven Muriel Johnson.





# *Journey*



Commercial filming in El Dorado County



For More Information Contact:  
El Dorado Lake Tahoe Film and Media Office  
of The El Dorado Chamber of Commerce  
542 Main Street, Placerville, CA 95667  
530-626-4400

**Kathleen Dodge**, Executive Director

**FilmTahoe.com**