



EL DORADO LAKE TAHOE FILM + MEDIA

Stunning El Dorado County offers more than 1,800 square miles of remarkably diverse topography for filming movies and commercials. Nestled between Sacramento and Tahoe in the magnificent Sierra Nevada, El Dorado has 4 distinct seasons with rivers and lakes throughout. From open ranch land to rugged forest, elite suburbs to rural historic charm, verdant meadows, vineyards, and orchards, El Dorado County has it all!

It's all here, all year!

- WATER**
Lake Tahoe and dozens of alpine lakes, ponds, 5 rivers, marinas, whitewater, and waterfalls
- HISTORY**
Placerville and Coloma, historic towns, homes, bridges and churches
- ADVENTURE**
The Rubicon Trail rated 10 for most difficult OHV, country roads, mountain roads, precision roads, roads through agriculture, and the highway to the danger zone.
- AGRICULTURE**
Camino, the home of Apple Hill, farms, barns, ranches, vineyards, orchards
- COMMUNITY**
El Dorado Hills Town Center and Business Park, upscale contemporary neighborhoods, and mansions
- NATURE**
Forests, parks, trails, rolling hills, mountains, meadows, vistas and ski resorts
- SERVICES**
On call 24/7, online location library, crew and vendor lists, area maps, lodging info, permitting and scouting services, AFCI and FLICS member

EL DORADO LAKE TAHOE FILM + MEDIA

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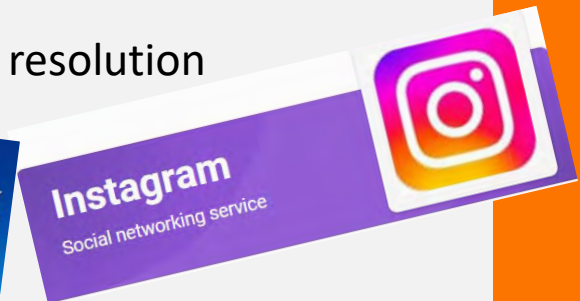


PROGRAM OVERVIEW



Marketing through;

- Relationship building, expansion and retention efforts including direct mail informational packets.
- Award-winning Promotional giveaways
- 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
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
- Social Media Platform



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, landowners 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. Offers conflict resolution and problem solving.



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 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.



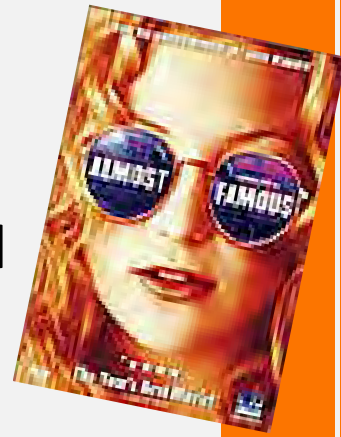
COMMUNITY EDUCATION & OUTREACH

- **Film Industry Mixer** – Networking aspiring media professionals and how the general public can participate in and benefit from on location filming in the region.
- **Business education** – One on one meetings and conversations to answer questions about working with the film industry, business referrals, and seminars
- **Career and community education** – Speakers attend school career events and information on working in the entertainment industry
- **Philanthropic Endeavors** - Film items donated to El Dorado County charities for silent auctions



PROJECT DEVELOPMENT

- Working with emerging filmmakers on new TV, short and feature film productions.
- Working with local community 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.



HBOmax

Appletv



SPECIFIC PROGRAM ACTIVITIES



- Employment Development for jobs in the movie/television industry-related fields
- 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, development and implementation of Social Media strategies
- Permitting with over 75 agencies within the county



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.





filmtahoe.com



VARIETY

The Hollywood REPORTER

Congrats

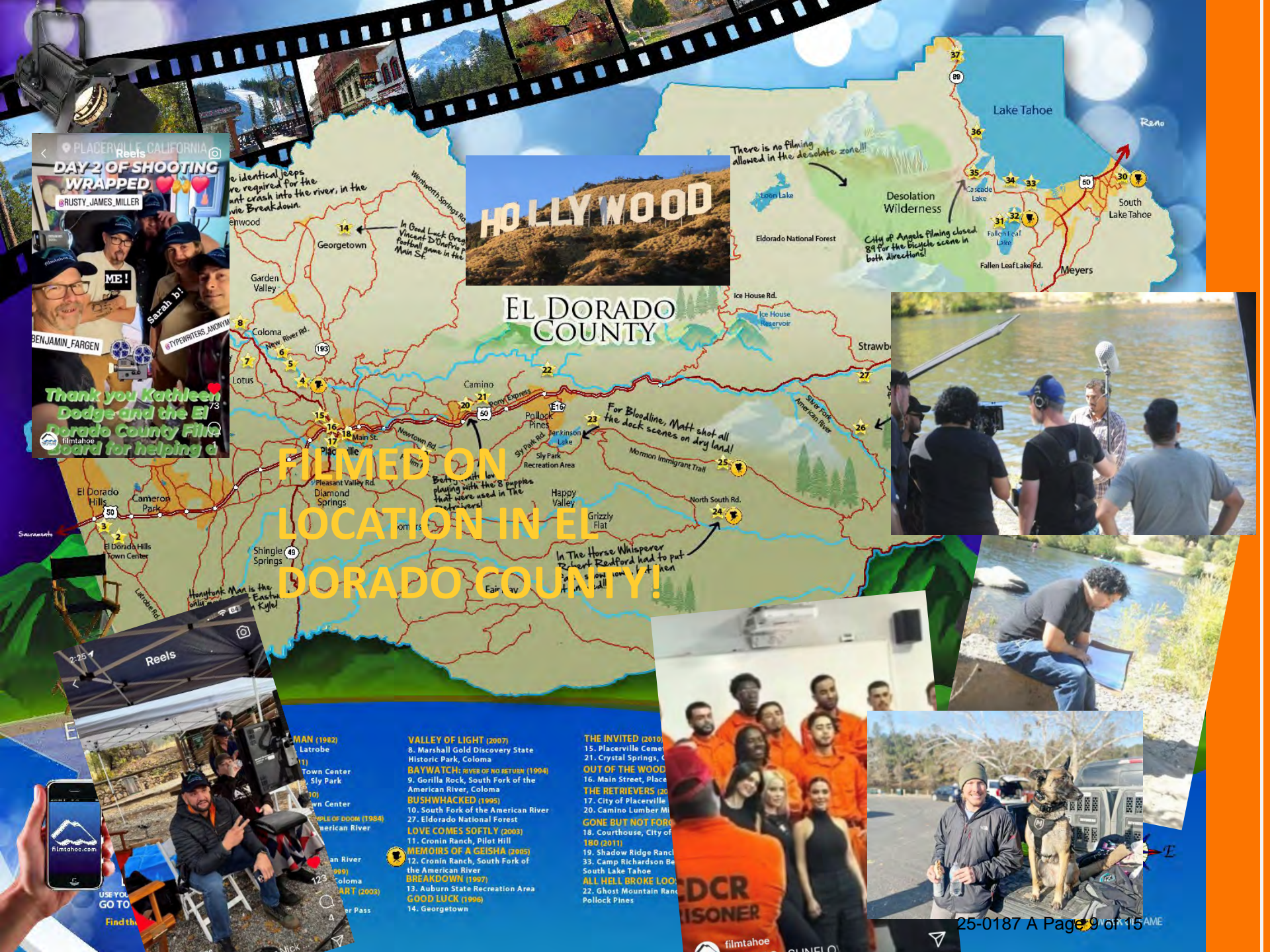
COLA WINNERS
and NOMINEES

IT'S ALL HERE,
ALL YEAR!

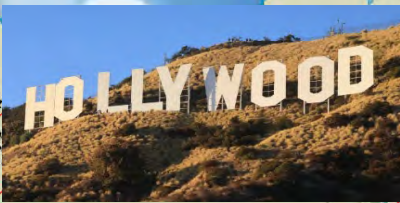
COME FILM
WITH US.

filmTAHOE.com

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PLACERVILLE, CALIFORNIA
Reels
DAY 2 OF SHOOTING WRAPPED
RUSTY, JAMES, MILLER
ME!
Sarah b.
BENJAMIN FARGEN
Thank you Kathleen Dodge and the El Dorado County Film Board for helping



There is no filming allowed in the desolate zone!!!

City of Angels filming closed 89 for the bicycle scene in both directions!

FILMED ON LOCATION IN EL DORADO COUNTY!

- MAN (1982)**
11. Town Center
12. Sly Park
13. Town Center
14. Town Center
15. Town Center
16. Town Center
17. Town Center
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36. Town Center
37. Town Center
- VALLEY OF LIGHT (2007)**
8. Marshall Gold Discovery State Historic Park, Coloma
9. Gorilla Rock, South Fork of the American River, Coloma
10. South Fork of the American River
11. Cronin Ranch, Pilot Hill
12. Cronin Ranch, South Fork of the American River
13. Auburn State Recreation Area
14. Georgetown
- THE INVITED (2010)**
15. Placerville Cemetery
16. Crystal Springs
17. Main Street, Placerville
18. City of Placerville
19. Camino Lumber Mill
20. Courthouse, City of Placerville
21. Shadow Ridge Ranch
22. Camp Richardson
23. South Lake Tahoe
24. Ghost Mountain Ranch
25. Pollock Pines



GOT A TIP?

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Los Angeles Film and TV Production Finishes 2024 At Historically Low Levels

Despite an overall uptick in shooting last quarter, filming for films and TV shows in L.A. logged the second lowest number of shoot days observed by FilmLA last year.

Overall production

Production in Los Angeles was down 5.6% from 2023

Feature films

27.6% below the five-year average.

Scripted television dramas

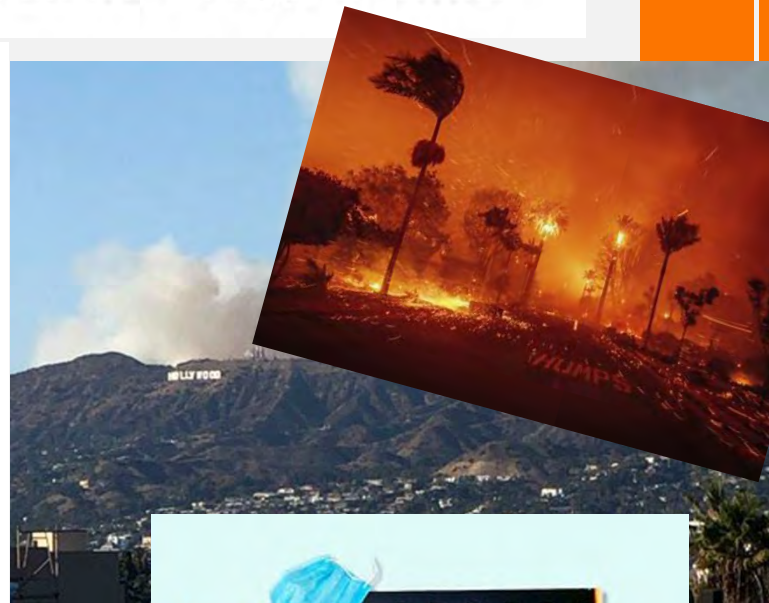
36.6% below its historical average.

Reality television

Production declined 45.7% and is in its ninth consecutive quarter of decline.

Factors

- **Pandemic recovery**
- **Strikes:** The 2023 dual labor strikes had a lasting impact on the industry.
- **Fires:** The Southern California fires destroyed homes, buildings, and [filming](#) locations, affecting many people in the entertainment industry.
- **Industry contraction:** The industry has been contracting slowly for some time.
- **Post-strike recovery:** The recovery from the strikes was slower than expected





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.

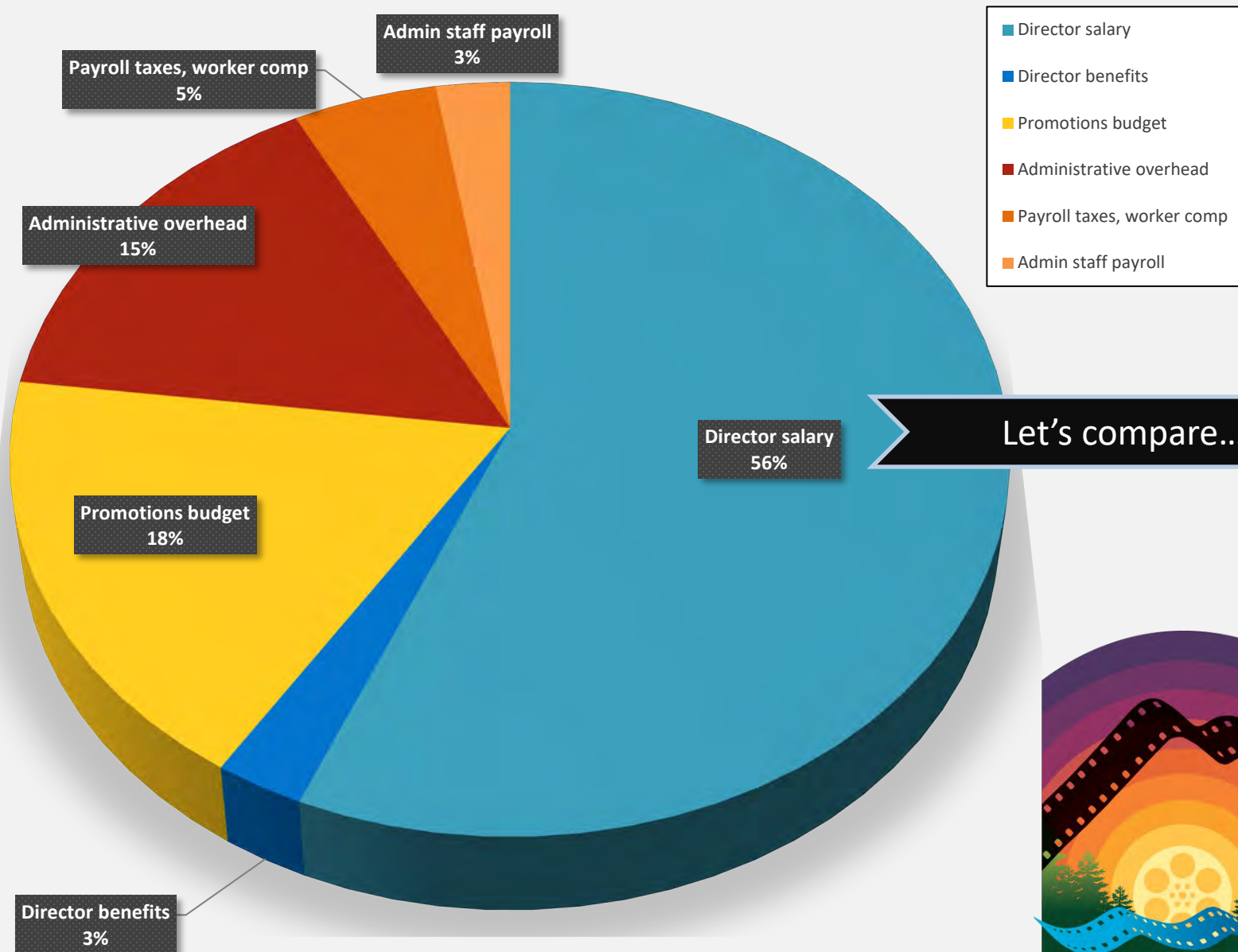
Short Term Benefits

- 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.

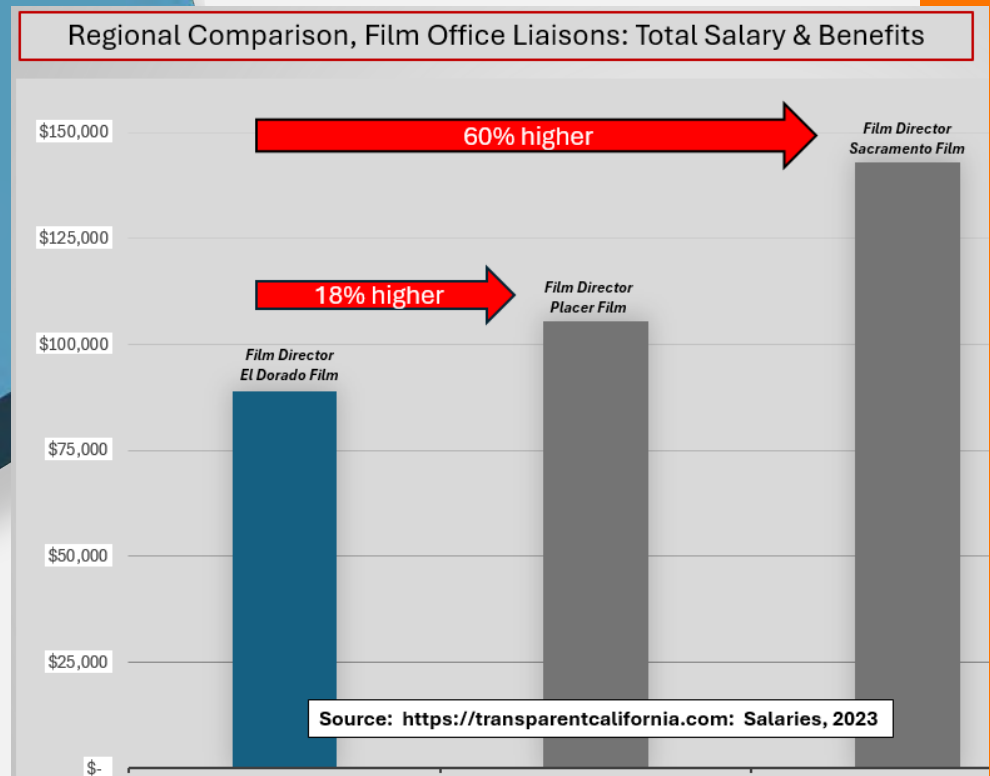
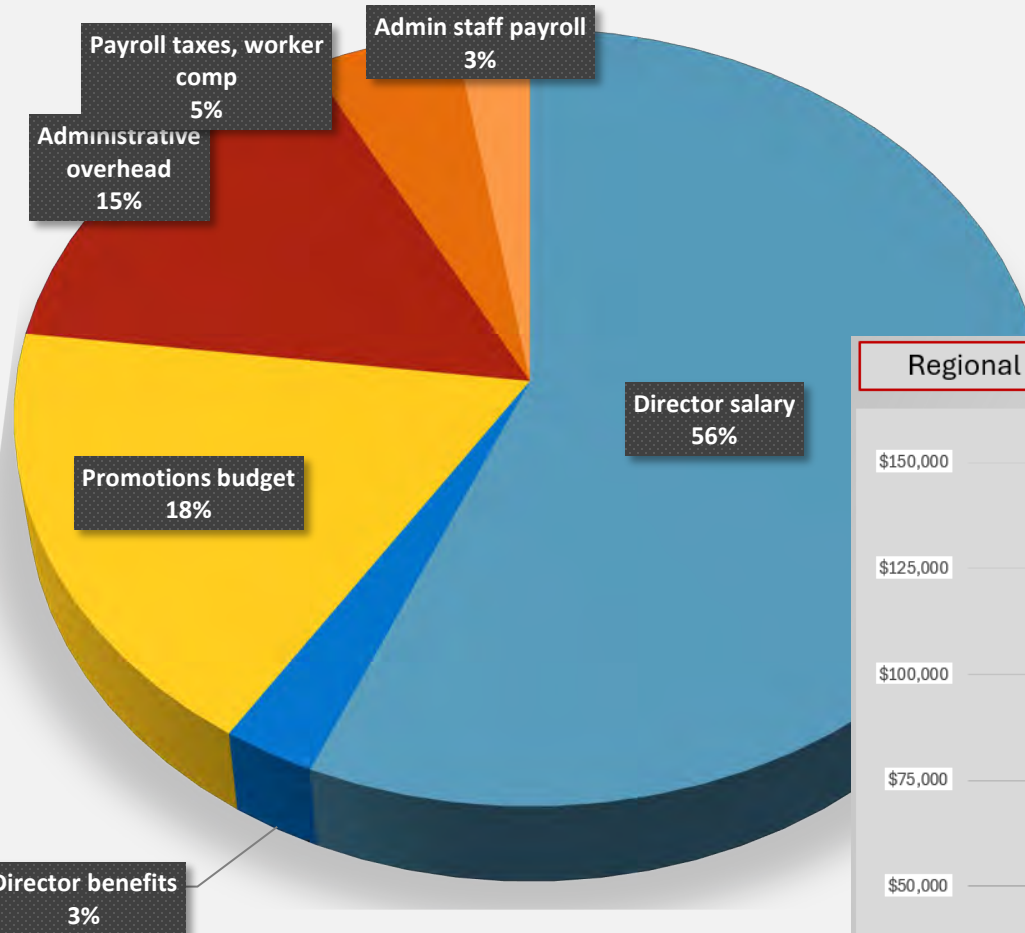
Long Term Benefits

- 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.

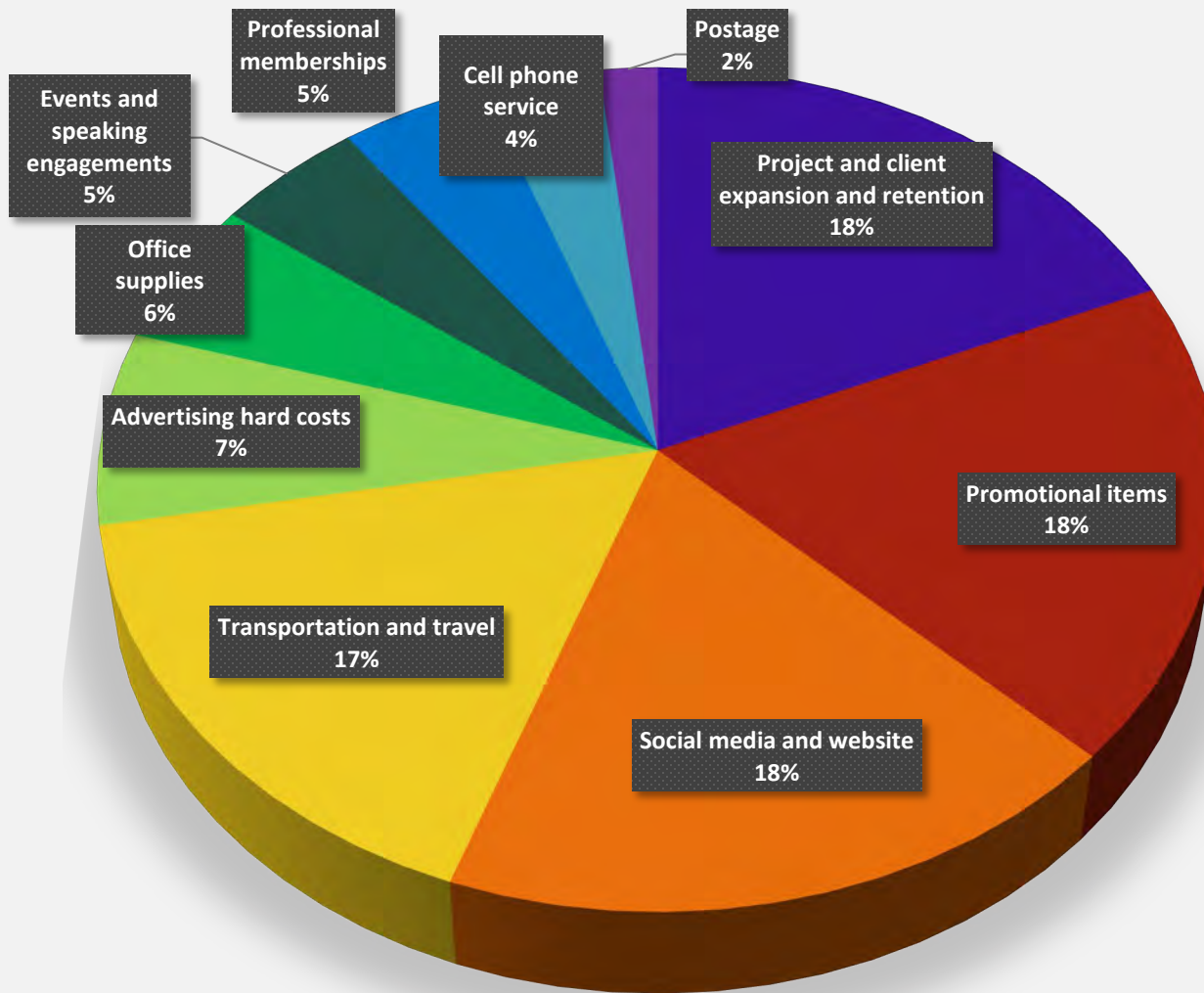
Annual budget: Film & Media Office



Annual budget: Film & Media Office



Promotional Budget Breakdown



Note: Values are approximate and vary based on need





El Dorado Lake Tahoe Film & Media Office 2024 ROI

	Years	# of Proj.	Impact \$\$	Funding	Return	% on Return
1	1993	17	1,856,700.00	74,500.00	1,782,200.00	2492%
2	1994	24	1,321,900.00	74,500.00	1,247,400.00	1774%
3	1995	25	6,059,000.00	63,913.00	5,995,087.00	9480%
4	1996	20	1,984,500.00	89,683.00	1,894,817.00	2213%
5	1997	33	3,265,750.00	63,747.00	3,202,003.00	5123%
6	1998	33	2,721,000.00	78,016.00	2,642,984.00	3488%
7	1999	24	1,198,500.00	84,279.00	1,114,221.00	1422%
8	2000	27	2,169,000.00	91,356.00	2,077,644.00	2374%
9	2001	27	2,004,500.00	92,606.00	1,911,894.00	2165%
10	2002	33	4,726,300.00	69,455.00	4,656,845.00	6805%
11	2003	30	3,880,500.00	92,606.00	3,787,894.00	4190%
12	2004	26	1,493,000.00	100,000.00	1,393,000.00	1493%
13	2005	31	3,227,750.00	101,650.00	3,126,100.00	3175%
14	2006	37	1,290,500.00	107,148.00	1,183,352.00	1204%
15	2007	23	2,073,500.00	111,270.00	1,962,230.00	1863%
16	2008	29	1,337,000.00	96,200.00	1,240,800.00	1390%
17	2009	29	2,619,050.00	113,601.00	2,505,449.00	2305%
18	2010	27	1,811,000.00	104,140.00	1,706,860.00	1739%
19	2011	35	1,837,500.00	118,003.29	1,719,496.71	1557%
20	2012	29	1,761,000.00	124,824.60	1,636,175.40	1411%
21	2013	34	2,177,000.00	129,509.00	2,047,491.00	1681%
22	2014	33	2,336,000.00	110,538.00	2,225,462.00	2113%
23	2015	27	2,114,500.00	150,283.00	1,964,217.00	1407%
24	2016	27	2,736,000.00	137,175.00	2,598,825.00	1995%
25	2017	34	2,790,700.00	140,750.00	2,649,950.00	1983%
26	2018	20	4,665,000.00	140,750.00	4,524,250.00	3314%
27	2019	25	2,302,500.00	140,750.00	2,161,750.00	1636%
28	2020	25	2,386,000.00	150,750.00	2,235,250.00	1583%
29	2021	32	4,618,000.00	150,750.00	4,467,250.00	3063%
30	2022	23	1,678,000.00	150,750.00	1,527,250.00	1113%
31	2023	21	2,145,000.00	150,750.00	1,994,250.00	1423%
32	2024	29	2,148,600.00	150,750.00	1,997,850.00	1425%

