

**filmtahoe.com**

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





# Liaisons In California Statewide



## El Dorado County Lake Tahoe



### Kathleen Dodge

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



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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 & Ch...
- Upscale Nels...
- Man...



### Qui

Stunning... more than 1,800 square miles of remarkably diverse topography... 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

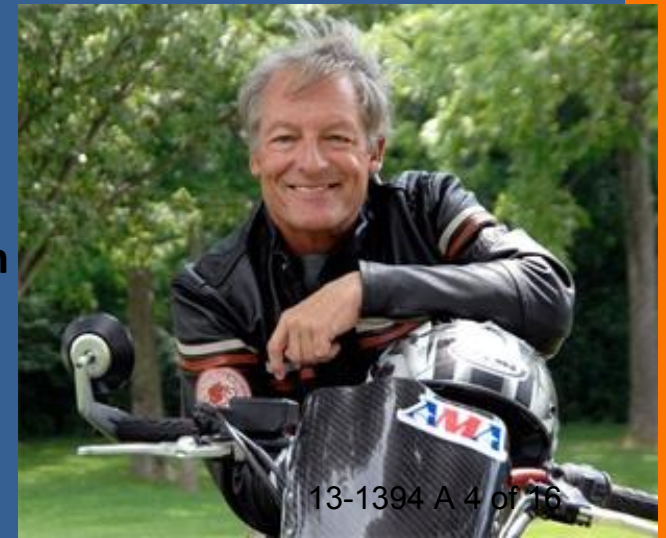
- Film: Smokin' Aces, Memoirs of a Geisha, City of Angels, Breakdown
- TV: Valley of Light, Love Comes Softly; Hallmark, Retrievers: Animal Planet
- Commercials: Coke, Safeway, Mercedes, Jeep, Honda, Toyota, PPA



2013 CALIFORNIA ON LOCATION AWARDS	
COMMITTEE MEMBERS	
Co- Chairs:	Janice Arrington – Orange County Pauline East – Antelope Valley Charla Teeters – Imperial County
Chair Emeritus:	Sheri Davis – Inland Empire
Sponsor Chair/	Kathleen Dodge – Chair – El Dorado Lake Tahoe



# CALIFORNIA ON LOCATION Awards



• COLA Winner, Warner Bros.' "Transcendence" Location Manager, Chris Baugh wins trip El Dorado County.

• El Dorado County resident Perry King, is the Official Master of ceremonies at the 2013 COLAs



*California Tourism Commercial films  
Floating Skateboard Ramp  
in South Lake Tahoe*



**Marketing to clients in the following sectors;  
Still Photography & Music Videos,  
Commercial Production,  
Television Productions,  
Reality TV and New Media.  
Student Projects and Short Films,  
Independent Film Production,  
and 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.

# FAM (Familiarization) TOURS

*Jill Naumann - Reality TV*

*Greg Alpert - Feature Films*



~ CERTIFICATE FOR AWARD ~

CALIFORNIA ONLY LOCATIONS EVENT 2012

El Dorado Lake Tahoe Film & Media Office

- Two Bottles of El Dorado County Wine
- "Lunch at Beyonce's" [www.TinyBeyonce.com](http://www.TinyBeyonce.com)

A day of horseback riding and a picnic for two at  
The Grace Foundation of Northern California in El Dorado Hills\*

- Two Nights lodging, El Dorado Hills Town Center Holiday Inn\*
- Dinner for two in El Dorado County, hosted by the Film Office\*

**tahoe.com**

Dodge at 530.626.4400 to confirm dates and make necessary reservations.

- Placerville Fairgrounds
- Fairplay Wineries
- El Dorado Hills, Grace Foundation



# 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**



**LOCATION MANAGERS GUILD OF AMERICA**







# 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

EDC FILM PROMO 3:47

<http://www.youtube.com/watch?v=RU9kFk35xK8>

FILM MIXER PROMO 1:46

<http://www.youtube.com/watch?v=xU7gZilchHw>





# Self Guided Tour of Filming Locations in EDC

## Tourism Partnership

EL DORADO WALK OF FAME

- HONKYTONK MAN (1982)**  
 1. Latrobe Road, Latrobe
- BLOODLINE (2011)**  
 2. El Dorado Hills Town Center  
 23. Jenkinson Lake, Sly Park
- CHAIN LETTER (2010)**  
 3. El Dorado Hills Town Center
- INDIANA JONES: TEMPLE OF DOOM (1984)**  
 4. South Fork of the American River
- WHITE MILE (1994)**  
 5. Troublemaker, South Fork of the American River  
 6. American River Resort, Coloma
- STRAIGHT FROM THE HEART (2003)**  
 7. St. John's Church, Coloma  
 29. Picketts Junction at Luther Pass

- VALLEY OF LIGHT (2007)**  
 8. Marshall Gold Discovery State Historic Park, Coloma
- BAYWATCH: RIVER OF NO RETURN (1994)**  
 9. Gorilla Rock, South Fork of the American River, Coloma
- BUSHWHACKED (1995)**  
 10. South Fork of the American River  
 27. Eldorado National Forest
- LOVE COMES SOFTLY (2003)**  
 11. Cronin Ranch, Pilot Hill
- MEMOIRS OF A GEISHA (2005)**  
 12. Cronin Ranch, South Fork of the American River
- BREAKDOWN (1997)**  
 13. Auburn State Recreation Area
- GOOD LUCK (1994)**  
 14. Georgetown

- THE INVITED (2010)**  
 15. Placerville Cemetery  
 21. Crystal Springs, Camino
- OUT OF THE WOODS (2005)**  
 16. Main Street, Placerville
- THE RETRIEVERS (2001)**  
 17. City of Placerville  
 20. Camino Lumber Mill
- GONE BUT NOT FORGOTTEN (2005)**  
 18. Courthouse, City of Placerville
- 180 (2011)**  
 19. Shadow Ridge Ranch  
 33. Camp Richardson Beach, South Lake Tahoe
- ALL HELL BROKE LOOSE (2009)**  
 22. Ghost Mountain Ranch, Pollock Pines

- THE HORSE WHISPERER (1998)**  
 24. PIPi Campground, Eldorado National Forest
- ALMOST FAMOUS (2000)**  
 25. Mormon Immigrant Trail
- JACK'S FAMILY ADVENTURE (2010)**  
 26. China Flat, Kyburz
- WHITE AIR (2007)**  
 28. Sierra at Tahoe, Eldorado National Forest
- SIMOKIN' ACES (2008)**  
 30. Stateline, South Lake Tahoe
- CITY OF ANGELS (1998)**  
 31. Fallen Leaf Lake, South Lake Tahoe  
 35. Emerald Bay, South Lake Tahoe
- THE BODYGUARD (1992)**  
 32. Fallen Leaf Lake, South Lake Tahoe

- A PLACE CALLED HOME (2004)**  
 34. Pope Estate, Tallac Historic Site, South Lake Tahoe
- COBB (1994)**  
 36. Erhman Mansion, Sugar Pine Point State Park
- THE DEEP END (2001)**  
 37. Highway 89 West Shore of Lake Tahoe

USE YOUR SMART PHONE!  
 GO TO FILMTAHOE.COM/GUIDE  
 Find the exact locations, trivia, and more!!!



WALK OF FAME



# 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 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

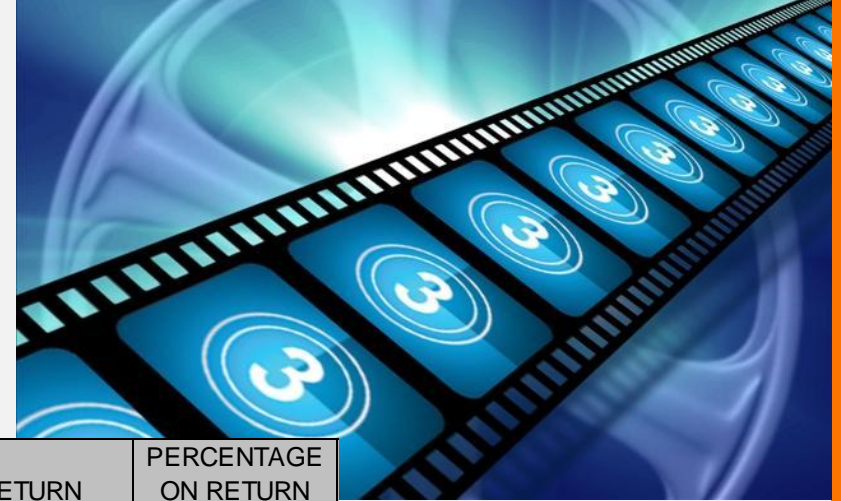
- The film office keeps record of all client contacts, the date of the contact and the nature of the project the clients are working on.
- The film office also keep record of all projects that actual film in El Dorado County or use El Dorado County resources in manner that would create economic impact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

NO.	YEARS	NUMBER OF PROJECTS	IMPACT \$\$	FUNDING	RETURN	PERCENTAGE 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	\$124,828.00	\$1,636,172.00	1411%
21	2013					
TOTAL		559	\$48,637,950.00	\$1,851,501.29	\$46,786,448.71	2627%

RATIO IS 30 TO 1 RETURN

# 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

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530-626-4400

**Kathleen Dodge**, Executive Director