



**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



modern family



The BACHELOR



MEET THE BLACKS



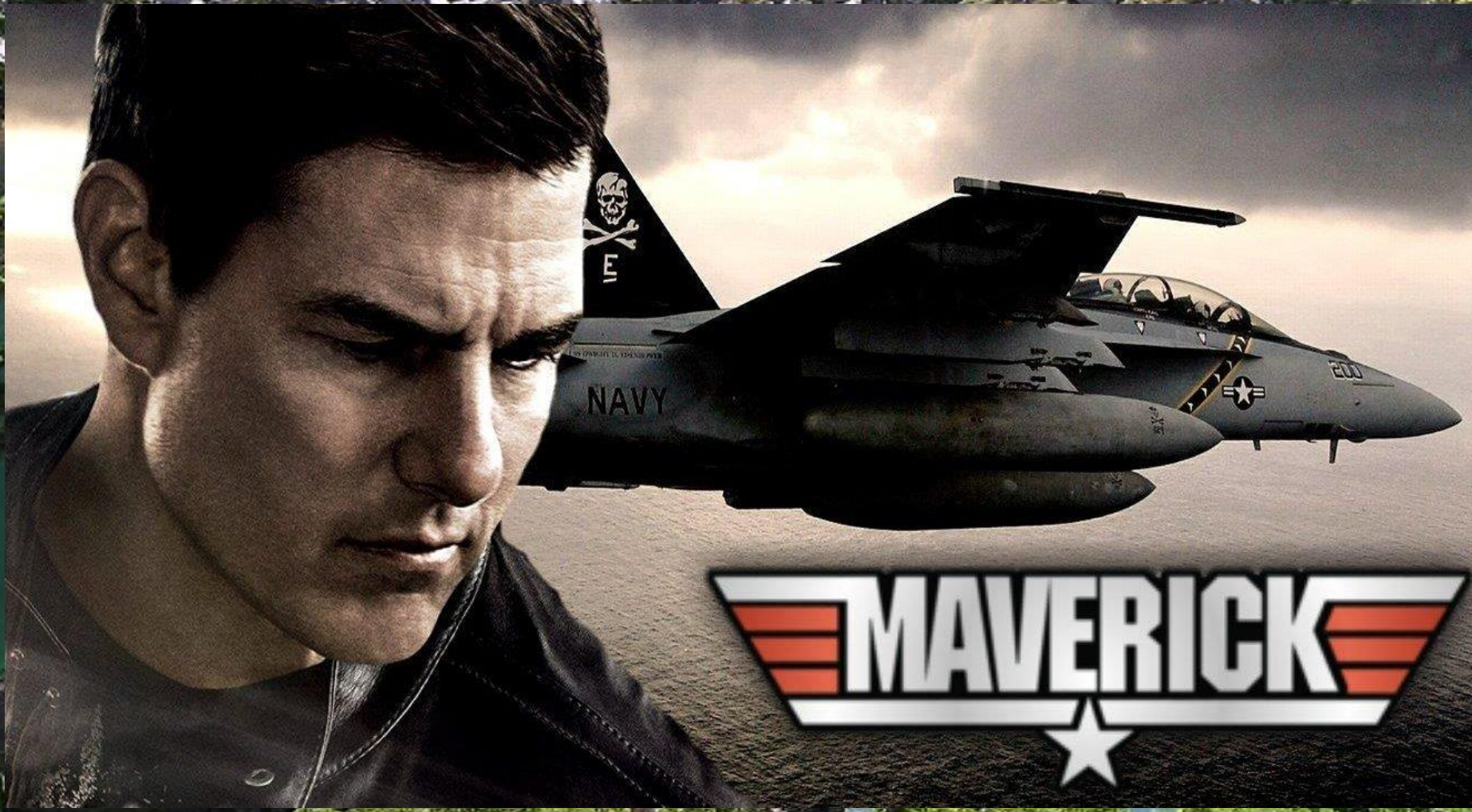


<https://www.youtube.com/watch?v=vAU8NzcdgrM>





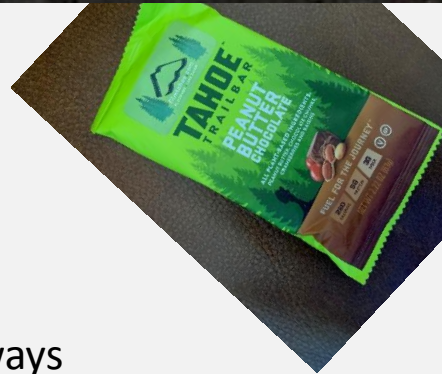
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# PROGRAM OVERVIEW

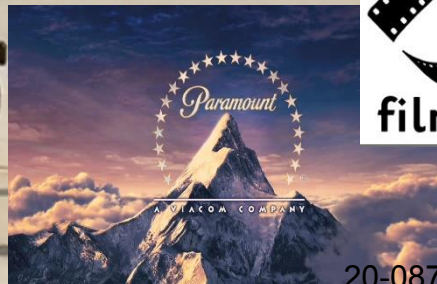
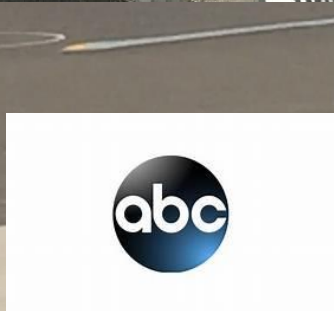


## Marketing through;

- 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 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



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







## 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) 457-4279  
Fax (530) 642-1624  
film@eladoradocounty.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

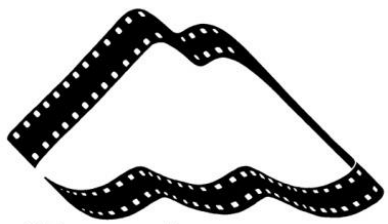
Stunning El Dorado County, 1,800 square miles of remarkable topography, nestled between the magnificent Sierra Nevada. From open ranch land and verdant meadows, El Dorado has it all!

### Credits

- Film: Smokin' Aces, Memoirs of a Geisha, City of Angels, Breakdown
- TV: Valley of Light, Love & Marriage, Hallmark, Retrievers: Animal
- Commercials: Coke, Safeway, Honda, Toyota, PPA







filmtahoe.com



# CALIFORNIA ON LOCATION

# Awards



24th Annual  
**CALIFORNIA ON LOCATION AWARDS**

## NOMINEES

### SIGNATURE COLA AWARD

Amy Lemisch, *Executive Director*  
California Film Commission

### INDIVIDUAL

**LOCATION MANAGER - Feature Film, Studio**  
 CHiPs - Rick Schuler  
 Live By Night - JJ Host  
 Unforgettable

Half Hour

**PUBLIC EMPLOYEE - City**  
 City of Hawthorne Police - Lt. Julian Catano  
 City of Los Angeles, Parks and Rec - Nicole Robottom  
 City of Placerville - Steve Youel

Hour

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

**COLA CEREMONY** *Committee Members*

Co-Chairs:  
 Chair Emeritus:  
 Sponsor C

Committee:  
 Janice Arrington - Orange County  
 Pauline East - Antelope Valley  
 Charla Teeters - Imperial County  
 Sheri Davis - Inland Empire  
 Kathleen Dodge - Chair - El Dorado Lake Tahoe  
 Eric Coyne - Tulare County  
 Arrington - Orange County  
 ... - Jaime Tafava

**LOCATION MANAGER - Feature Film, Indie**  
 ... - Jaime Tafava




# THE REPORTER

Us Down - James Parker  
Odyssey - Chris Gutierrez

**LOCATION MANAGER - Reality Television**  
 dly Sins" - John Grant  
 azing Race: Season Finale" - Deven Chierighino  
 ster Chef" - Smadar Vaknin





# 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.**



LOCATION  
MANAGERS  
GUILD OF  
AMERICA





# 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

The El Dorado Lake Tahoe Film & Media Office

*Invites you to attend  
Our Annual 2020*

# I ♥ FILM Mixer

## WHY:

To *celebrate and strengthen* our regional film industry through networking!



## WHO:

*Film Crewmembers, Producers, Directors, Talent, Vendors & Community Members* interested in learning about the local film industry.

## WHEN:

*Friday March 20, 2020, 4-8PM*

Guest speaker at 6PM.

Networking reception 8:30-11PM  
at The Breakroom (see below)

## WHERE:

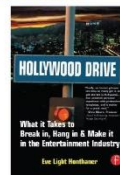
At the *El Dorado County Fairgrounds*

[www.eldoradocountyfair.org/directions.html](http://www.eldoradocountyfair.org/directions.html)

## GUEST SPEAKER:



*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*.



## MASTER OF CEREMONIES



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

SacPress - Own work, CC BY-SA 4



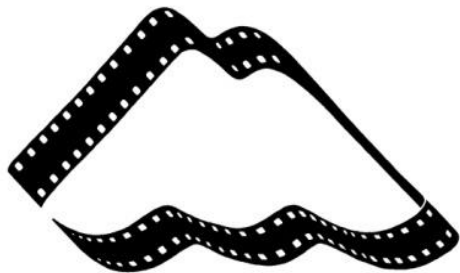
Networking Reception 8:30-11PM  
The Breakroom - 4131 S. Shingle Rd., Shingle Springs, CA  
530-763-6761 [www.breakroomeatery.com](http://www.breakroomeatery.com)

NOTE: Free passes required and available only at speaker event above





facebook



filmtahoe.com



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





# Self Guided Tour of Filming Locations in EDC

## Tourism Partnership Re-Print Goal July 2020

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  
**ANNA AND THE KING (1997)**  
 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)**  
**WHITE AIR (2007)**  
 28. Sierra at Tahoe, Eldorado National Forest  
**SMOKIN' ACES (2006)**  
 30. Stataline, 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

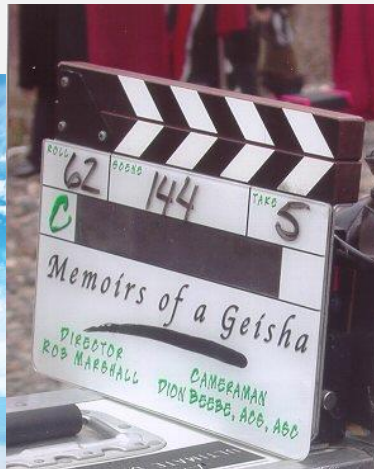
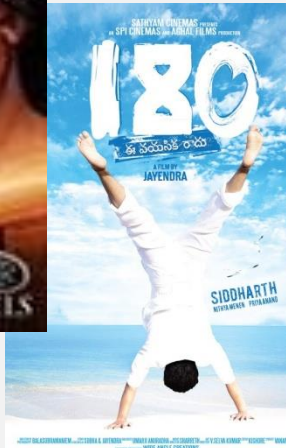


WALK OF FAME



# 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



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

EST. 1917  
FIRE

PERMIT NUMBER \_\_\_\_\_ DATES OF FILMING \_\_\_\_\_  
DAY \_\_\_\_\_ OF \_\_\_\_\_ FILM DAY(S) \_\_\_\_\_  
LOCATION ADDRESS \_\_\_\_\_ PRODUCTION NAME \_\_\_\_\_

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

\_\_\_\_\_ matches the statement or if it is Not Applicable. For each NO recited before filming can continue.

	Yes	No	N/A
clearance)? Are all fire hydrants and Fire equipment and vehicles?			
proper operation (18" clearance)? There is system piping.			
arms and other fire protection equipment?			
Fire protection systems shall be disabled for if from County of Los Angeles Fire			
and other fire and life safety equipment (exit blocked, in good working order and readily available to the Fire Department readily available			

- 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

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	129,509.00	2,047,491.00	1681%
2014	33	2,336,000.00	110,538.00	2,225,462.00	2113%
2015	27	2,114,500.00	150,283.00	1,964,217.00	1407%
2016	27	2,736,000.00	137,175.00	2,598,825.00	1995%
2017	34	2,790,700.00	140,750.00	2,649,950.00	1983%
2018	20	4,665,000.00	140,750.00	4,524,250.00	3314%
2019	25	2,302,500.00	140,750.00	2,161,750.00	1636%
	759	\$ 67,759,650.00	\$ 2,801,252.89	\$ 64,958,397.11	2659%





# 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