

filmtahoe.com

Film Promotion
El Dorado Lake Tahoe
Film & Media Office



Filmed on Location in El Dorado County



**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) 437-6279
Fax (530) 642-1024
filmtahoe@eladorado.org
www.filmTahoe.com



Locations

- Small Towns
- Cabins & Camps
- Waterfalls
- Rivers & Whitewater
- Lakes
- Mountain Views
- Rolling Hills
- Ski Resorts
- Barns & Ranches
- Forests
- Vineyards
- Orchards
- Meadows
- Historic B&B's & Churches
- Upscale Neighborhoods & Mansions.

Services

- On call 24/7
- AFCA and FLCS 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, Retirees: Animal Planet
- Commercials: Coke, Safeway, Mercedes, Jeep, Honda, Toyota, PPA



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





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





CALIFORNIA ON LOCATION

Awards

24th Annual
CALIFORNIA ON LOCATION AWARDS

DECEMBER 16, 2018 • BEVERLY HILTON

NOMINEES

SIGNATURE COLA AWARD

Amy Lemisch, *Executive Director*
 California Film Commission

INDIVIDUAL

COLA CEREMONY *Committee Members*

Co-Chairs:
 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
 Janice Arrington - Orange County

Chair Emeritus:
 Janice Arrington - Orange County

Sponsor Chair/Committee:
 Janice Arrington - Orange County
 "Marvel's - Agents of Shield" - Justin Hill
 "Rosewood" - Kris Bunting

Feature Film, Studio

Television Half Hour

MANAGER - Television One 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

PUBLIC EMPLOYEE - County
 Los Angeles County - Debra Goodwin,
 El Dorado Irrigation District - Greg Hawkins



THE HOLLYWOOD REPORTER



**COLA WINNERS
PUBLIC
EMPLOYEES OF
THE YEAR
EI DORADO
COUNTY
Federal
State
County
& City!!!**



El Dorado County Lake Tahoe



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Locations

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- Forests
- Vineyards
- Orchards
- Meadows



California OnLocation +

California On Location Awards 2017 Red Carpet

The California On Location Awards took place on December 17, 2017 at The Beverly Hilton in Beverly Hills, California. Photo by Dave Berthiaume.

18-1589 B 6 of 20



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.

BENEFITS?

Each California Film Office involved will receive:

- One 3-7 Minute Video Spotlighting Your Region
- One 30 Second Cutdown (for Instagram & Facebook)
- One 500-1000 Word Story + 8 High Res Images
- Inclusion in the Official "Tour Trailer"
- Inclusion in "The Tour" Digital Magazine
- Behind the Scenes 3-7 Minute Video

BEHIND THE PROJECT?

Spearheading the project is Creative Director Dyana Carnella (Mystic Creative, Host of "Outside" and Editor of the COLA Magazine).



The video will be shared on the California Film Commission YouTube and Vimeo Channels and shared throughout multiple social media platforms. You'll also get a high res copy of the video to include on your website and social pages.



fuel for the journey™

Tahoe TRAILBAR®

Peanut Butter + PLUS HIGH-ENERGY BAR

ALL VEGAN INGREDIENTS:
 PEANUT BUTTER • CHOCOLATE CHUNKS • RAISINS • CRANBERRIES • COCONUT

16-74g BARS NET WT 2.61 LBS (1.184kg)

PB NY PRODUCED BY: **NEW YORK**

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Warner Bros. Discovery COMMUNICATIONS NYC Media & Entertainment PBS

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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

Emerald Bay Folsom Prison Rainbow Bridge

City of Placerville

Photography by Jill E. Naudman

CAPS A Cast & Crew Entertainment Company

VIRGINIA IS FOR FILM LOVERS VIRGINIA FILM OFFICE

BUFFALO COUNTY

MADROÑA

Freixenet CAVA Heineken

AFFILIATE PARTNERS

Women in Television SAG-AFTRA. WOMEN INDEPENDENT PRODUCERS

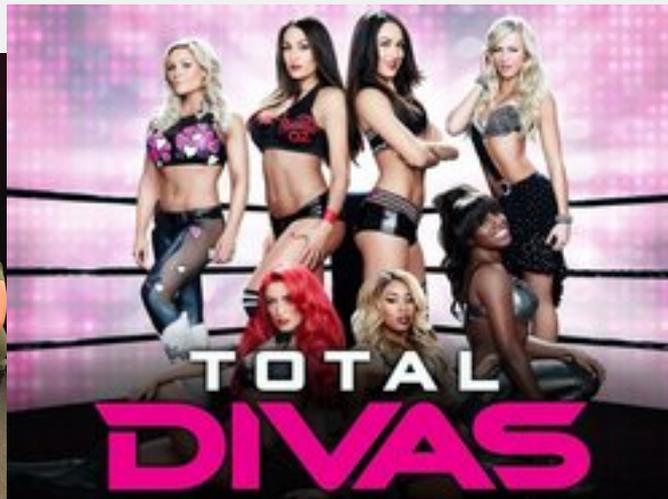
THE HOLLYWOOD REPORTER THE WRAP





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.

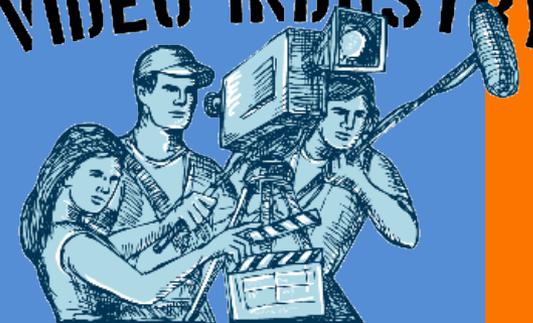


RELATIONSHIP BUILDING and STRENGTHENING with National, Statewide, and Regional Film Industry agencies and organizations; To enhance our professional reputation, establish and reinforce positive brand recognition and identification for our Film & Media Office, El Dorado County and the City of South Lake Tahoe.



ASSOCIATION
OF INDEPENDENT
COMMERCIAL
PRODUCERS

Sacramento
VIDEO INDUSTRY



PROFESSIONALS



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





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Social Media Partnership With Tourism



Pinterest



WORDPRESS

Instagram

<https://visit-eldorado.com/film/>



EL DORADO COUNTY

Tourism Partnership Re-Print Goal July 2020

EL DORADO WALK OF FAME



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

HONKYTONK MAN (1982)

- 1. Latrobe Road, Latrobe

BLOODLINE (2011)

- 2. El Dorado Hills Town Center
- 3. 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 (1999)

- 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. RPI 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



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

MEMBER _____ DATES OF FILMING _____
ADDRESS _____ DAY _____ OF _____ FILM DAY(S) _____
PRODUCTION NAME _____

MUST BE COMPLETED DAILY FOR EACH PERMITTED FILMING LOCATION AND MUST BE COMPLETED WITH A COPY OF THE FILM PERMIT. This completed checklist shall be:

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 must be noted and executed before filming can continue.

Question	Yes	No	N/A
EQUIPMENT			
A			
B			
C			
D			
E			

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	24.92
1994	24	1,321,900.00	74,500.00	1,247,400.00	17.74
1995	25	6,059,000.00	63,913.00	5,995,087.00	94.80
1996	20	1,984,500.00	89,683.00	1,894,817.00	22.13
1997	33	3,265,750.00	63,747.00	3,202,003.00	51.23
1998	33	2,721,000.00	78,016.00	2,642,984.00	34.88
1999	24	1,198,500.00	84,279.00	1,114,221.00	14.22
2000	27	2,169,000.00	91,356.00	2,077,644.00	23.74
2001	27	2,004,500.00	92,606.00	1,911,894.00	21.65
2002	33	4,726,300.00	69,455.00	4,656,845.00	68.05
2003	30	3,880,500.00	92,606.00	3,787,894.00	41.90
2004	26	1,493,000.00	100,000.00	1,393,000.00	14.93
2005	31	3,227,750.00	101,650.00	3,126,100.00	31.75
2006	37	1,290,500.00	107,148.00	1,183,352.00	12.04
2007	23	2,073,500.00	111,270.00	1,962,230.00	18.63
2008	29	1,337,000.00	96,200.00	1,240,800.00	13.90
2009	29	2,619,050.00	113,601.00	2,505,449.00	23.05
2010	27	1,811,000.00	104,140.00	1,706,860.00	17.39
2011	35	1,837,500.00	118,003.29	1,719,496.71	15.57
2012	29	1,761,000.00	124,824.60	1,636,175.40	14.11
2013	34	2,177,000.00	124,828.00	2,052,172.00	17.44
2014	33	2,336,000.00	143,552.00	2,192,448.00	16.27
2015	27	2,114,500.00	143,552.00	1,970,948.00	14.73
2016	27	2,736,000.00	138,367.00	2,597,633.00	19.77
2017	34	2,790,700.00	140,750.00	2,649,950.00	19.83

714 \$ 60,792,150.00 \$ 2,542,546.89 \$ 58,249,603.11

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:
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of The El Dorado Chamber of Commerce
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Kathleen Dodge, Executive Director