

El Dorado County Chamber of Commerce – Film Commission

Activity:	Deliverable(s):	Activity Completion Date:
<p>Complete all County designated duties as defined in the El Dorado County Resolution 86-90.</p>		
<p>Marketing</p> <ul style="list-style-type: none"> • Stay updated and informed on the state of the industry and post pandemic protocol. Adapt with flexibility to new demands, requirements, and considerations. • Evaluate AFCI with a cost / benefit analysis. Maximize association membership opportunities with FLICS and research the possibility of establishing new industry memberships with PGA and LMGI. • Support Regional Sac Sierra Partnerships with newly appointed Film Liaisons in both Sacramento County and Placer County. Encourage and mentor as suitable for a strong business community. • Target industry events such as trade shows, conferences, film festivals, and award shows with innovative, low cost, hi-impact strategies sensitive to both virtual and in-person opportunities. • Fine tune the newly created filmtahoe.com website. • Enhance online digital photo location library for the purpose of promoting and expanding locations available in El Dorado County, with the goal of removing all outdated photography and elevating the level of images. <p>Advertising</p> <ul style="list-style-type: none"> • Stay informed on the pulse of the film industry in response to recovery from the pandemic and the trends in a post pandemic business environment. • Customize the advertising campaign for print, web, and interactive to current business climate. • Work with press and media to inform the community of opportunities to participate and learn about filming in El Dorado County. • Re-create, update and distribute the Film Lover’s self-guided tour of filming locations in the County. Consider the feasibility of a guided tour of public filming locations in the County. 	<p>1) Facilitation Duties:</p> <p>Meet or exceed previous year goals for number of film shoots.</p> <ul style="list-style-type: none"> a) Completion of 25 film projects during the performance period. Meet with representatives of prospective film projects on an as-needed basis. b) Make a best effort that no less than 25% of all services and goods related to filming are purchased locally in El Dorado County by providing local hire and purchase information. c) Make best attempt to ensure that all permits and indemnities are filed when filming on County property. Inform all applicable government and/or local agencies about filming activities that require notification. d) Respond to all inquiries by email, phone, or mail regarding filming location request, permit processes, or general filming information. <p>2) Promotion Duties:</p> <ul style="list-style-type: none"> a) Maintain and update a website dedicated specifically to general film information, site selection, and process for filming in El Dorado County. b) Answer all website generated requests for information during performance period with reporting on the specific number of requests. c) Meet with representatives of prospective film projects on an as-needed basis. 	<p>June 30, 2023</p>

- Advertise in the Reel Directory which maintains at no cost to our offices a regional crew directory for Northern California.

Outreach

- Welcome relocating crewmembers to the County and assist them with networking to find positions locally.
- Meet with relocating crew and answer their questions and introduce them to key players who can help with employment.
- Accept and participate in speaking engagements and virtual events on Zoom and similar platforms. Prepare for return to speaking at clubs and organizations to disseminate information about the film office’s activities and areas to get involved.
- Support the local filming community with online showcasing of trailers, sponsorships, event support, etc.
- Whenever possible, support the local charitable community with donations from the film community and the Film Office.
- Engage the general public by holding the annual “Film Mixer” and Business Showcase to inform and educate the local community.

Economic Development

- Research, encourage, and implement “product placement” and branding opportunities for local products on all conducive film projects.
- Pursue County incentives such as no fee locations, free office space, and possible film financing options.
- Explore business park areas and possible green screen or studio space warehouses to encourage filmmakers to create a film specific hub in El Dorado County.
- Seek out, discover, and develop new film friendly locations and businesses through all areas of El Dorado County.

Administrative and Organizational Programs

- Continue all required documentation and reporting for El Dorado County Offices and the El Dorado County Chamber of Commerce.
- Collect historical records of media related to the office as well as copies of promotional materials and footage of projects filmed in El Dorado County.

- d) Conduct at least 10 on film location meetings during the performance period.
- e) Work cooperatively with El Dorado County, The El Dorado County Chamber of Commerce, and the Tourism Office to improve our social media presence.
- f) Produce branded promotional items such as, hats, visors, and t-shirts as the budget allows.
- g) Research and partner with local companies who are already producing locally branded items that can be purchased to promote our County and support local business.