

El Dorado County Chamber of Commerce Film Commission

Exhibit A

Scope of Work

Upon execution of this Agreement, Recipient shall perform the following services and/or provide deliverables as detailed below for the duration of the Agreement.

| Activity: | Deliverable(s): | Activity Completion Date: |
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| <p>Complete all County designated duties as defined in the El Dorado County (EDC) 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 Affiliation of Film Commissioners International (AFCI) with a cost/benefit analysis. Maximize association membership opportunities with Film Liaisons in California Statewide (FLICS) and research the possibility of establishing new industry memberships with Producers Guild of America (PGA) and Location Managers Guild International (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. | <p>1. Facilitation Duties:</p> <p>Meet or exceed previous year's goals for number of film shoots.</p> <ul style="list-style-type: none">a. Completion of twenty-five (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 twenty-five percent (25%) of all services and goods related to filming are purchased locally in EDC 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 requests, permit processes, or general filming information. | <p>June 30, 2023</p> |

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| <ul style="list-style-type: none"> • Fine tune the newly created filmtahoe.com website. • Enhance on-line digital photo location library for the purpose of promoting and expanding locations available in EDC, 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 EDC. • Re-create, update, and distribute the Film Lover's self-guided tour of filming locations in EDC. Consider the feasibility of a guided tour of public filming location in EDC. • Advertise in the Reel Directory which maintains at no cost to our offices a regional crew directory for Northern California. <p>Outreach:</p> <ul style="list-style-type: none"> • 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 | <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 EDC. b. Answer all website generated requests for information during the performance period with reporting on the specific number of requests. c. Meet with representatives of prospective film projects on an as-needed basis. d. Conduct at least ten (10) on film location meetings during the performance period. e. Work cooperatively with EDC, 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 already are producing locally branded items that can be purchased to promote our county and support local business. | |
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| <p>information about the Film Commission's activities and areas to get involved.</p> <ul style="list-style-type: none"> • Support the local filming community with on-line showcasing of trailers, sponsorships, and event support. • Encourage support of the local charitable community with donations from the film community, provided that no donations are made from any funds provided under this Agreement. • Engage the general public by holding the annual Film Mixer and Business Showcase to inform and educate the local community. <p>Economic Development:</p> <ul style="list-style-type: none"> • 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 EDC. • Seek out, discover, and develop new film friendly locations and businesses throughout all areas of EDC. | | |
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| Administrative and Organizational Programs: <ul style="list-style-type: none"> • Continue all required documentation and reporting for EDC offices and the El Dorado County Chamber of Commerce. • Collect historical records of media related to the office as well copies of promotional materials and footage of projects filmed in EDC. | | |
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