



Linking Production to Local Resources

VCFC 2024

EDC and VCFC

Perfectly Aligned



- EDC is in the relationship and partnership business. Same as film production.
- The Film Commission role aligns with our Countywide representation; we fill the regional role when it's more efficient to be coordinated centrally, while the permitting work remains distributed.
- The Commission Connects, Translates, Educates, and Assesses Economic Impact

How We Got Here

- EDC designated by cities & county & by the CA Film Commission as one of 70 Film Commissions statewide
- Established and funded Film Liaison function in 2013 and reaffirmed support in May 2016
- Our VC Film Liaison serves as Chair of the FLICS—the Film Commissioners Statewide Professional Association—Board of Directors 2024-25
- Organized to improve promotion, coordination & management of film activity county-wide
- For the purpose of increased economic activity and investment (& decrease in conflict)

Facilitating production through efficient & effective communication & responsive relationships:

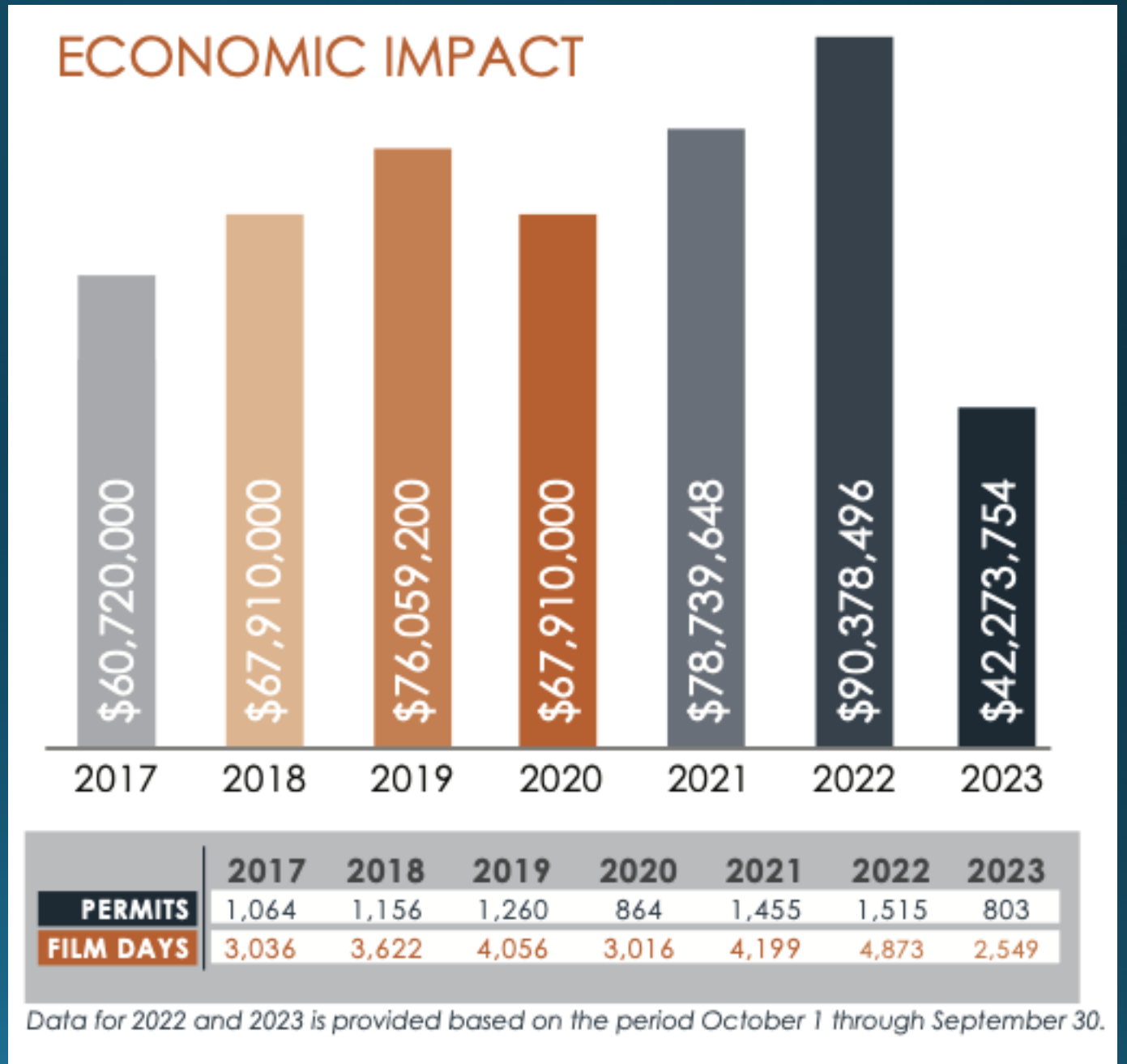
- The right location for production
- The right permits for the location
- The right resources before, during, after production
- The right lodging support for the cast & crew

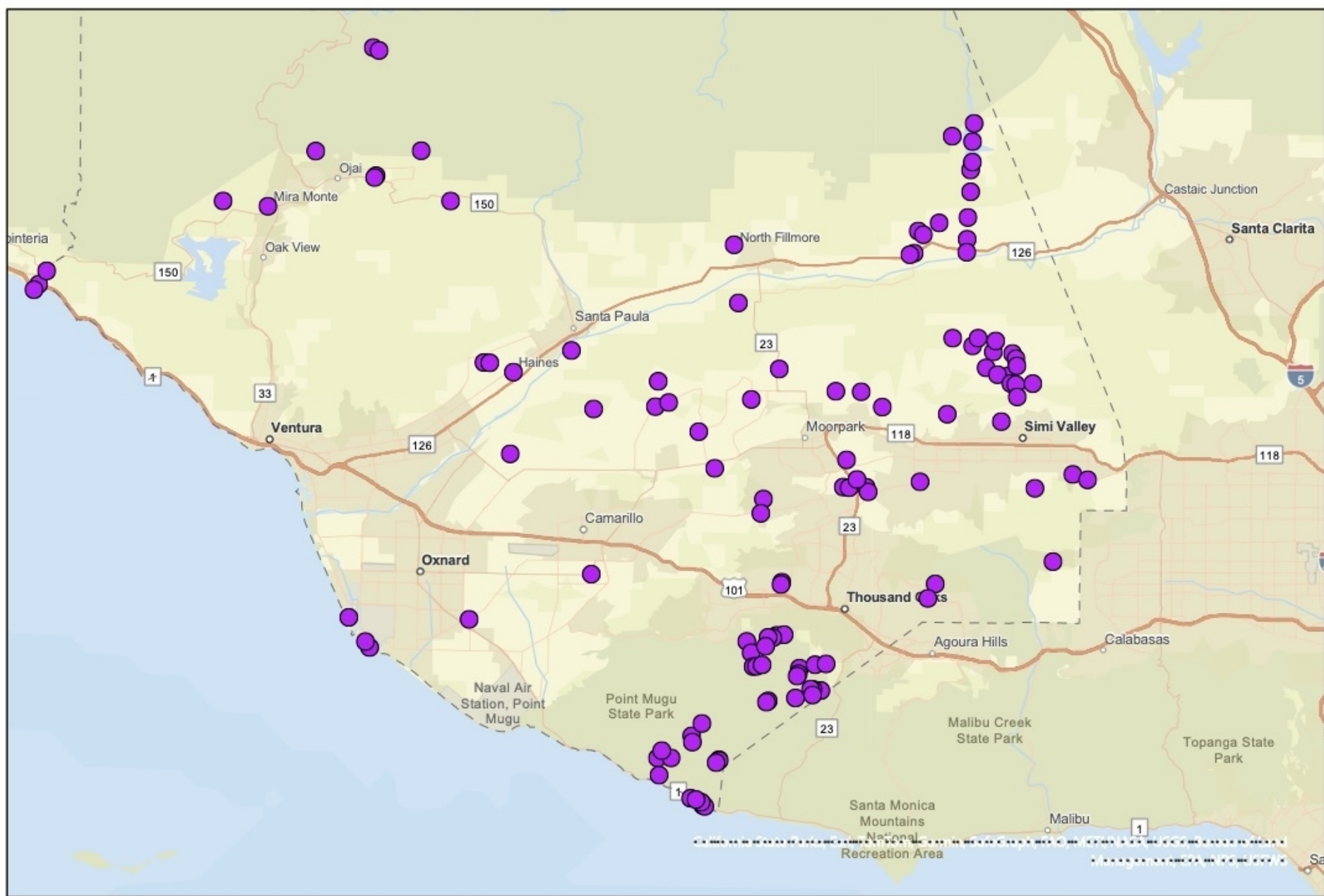
Our worldview and purpose:

- Improving effectiveness & efficiency in communication among the players: film production, permitting offices, property owners, neighbors, vendors
- Cultivating sustainable quality relationships across community & stakeholders
- Seeking to increase & sustain economic activity & investment

Permits & Economic Impact

- 2020 started on track to continue the growing impact, but slowed by COVID
- 2021 & 2022 demonstrated industry resilience
- 2023 reflects the beginning of a wholesale transformation of the industry: labor disputes fueled by rapid changes in technology/AI, distribution, global competition





Ventura County
Resource Management Agency
Information Systems GIS Services
Map Created on 1/04/2024

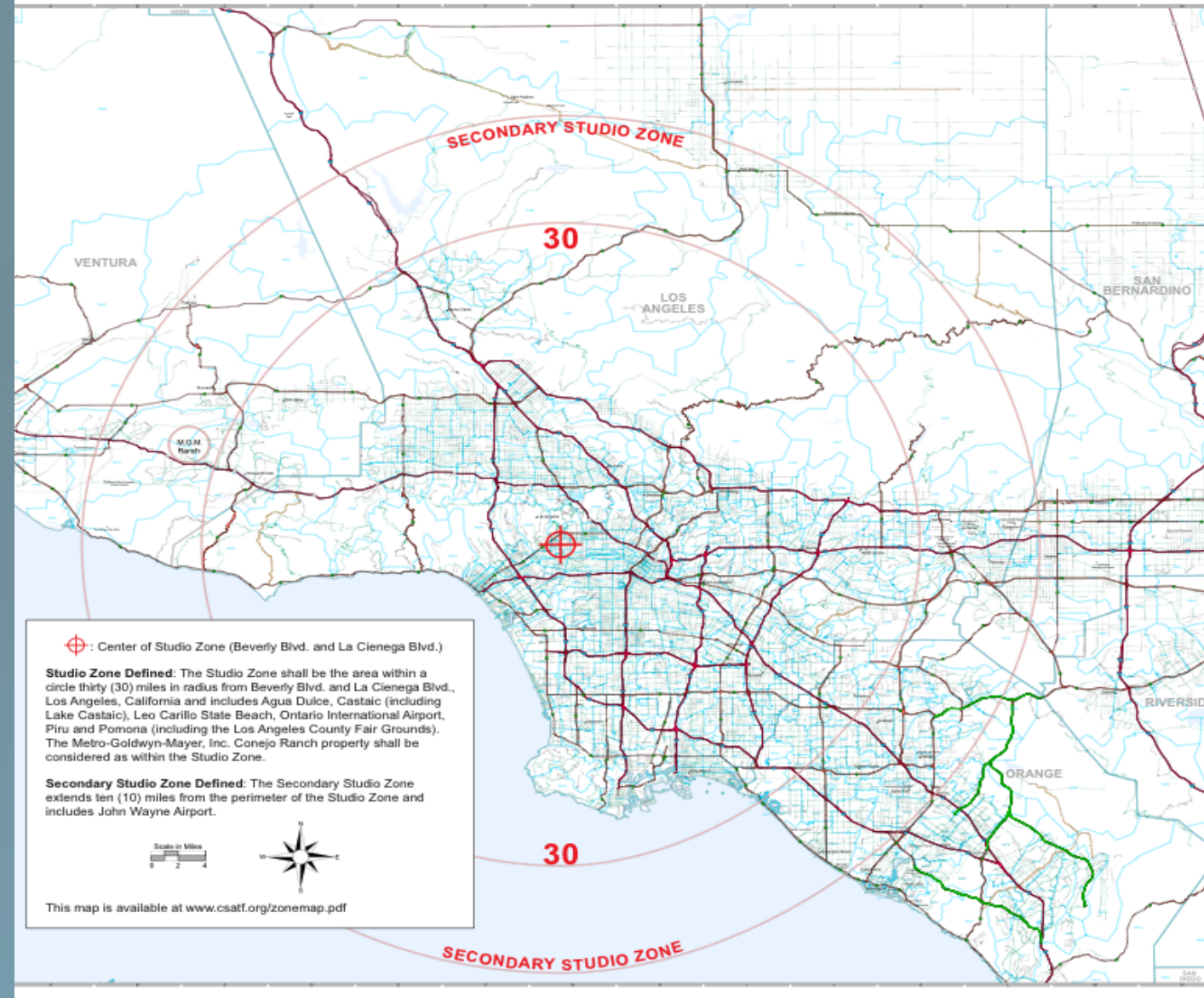


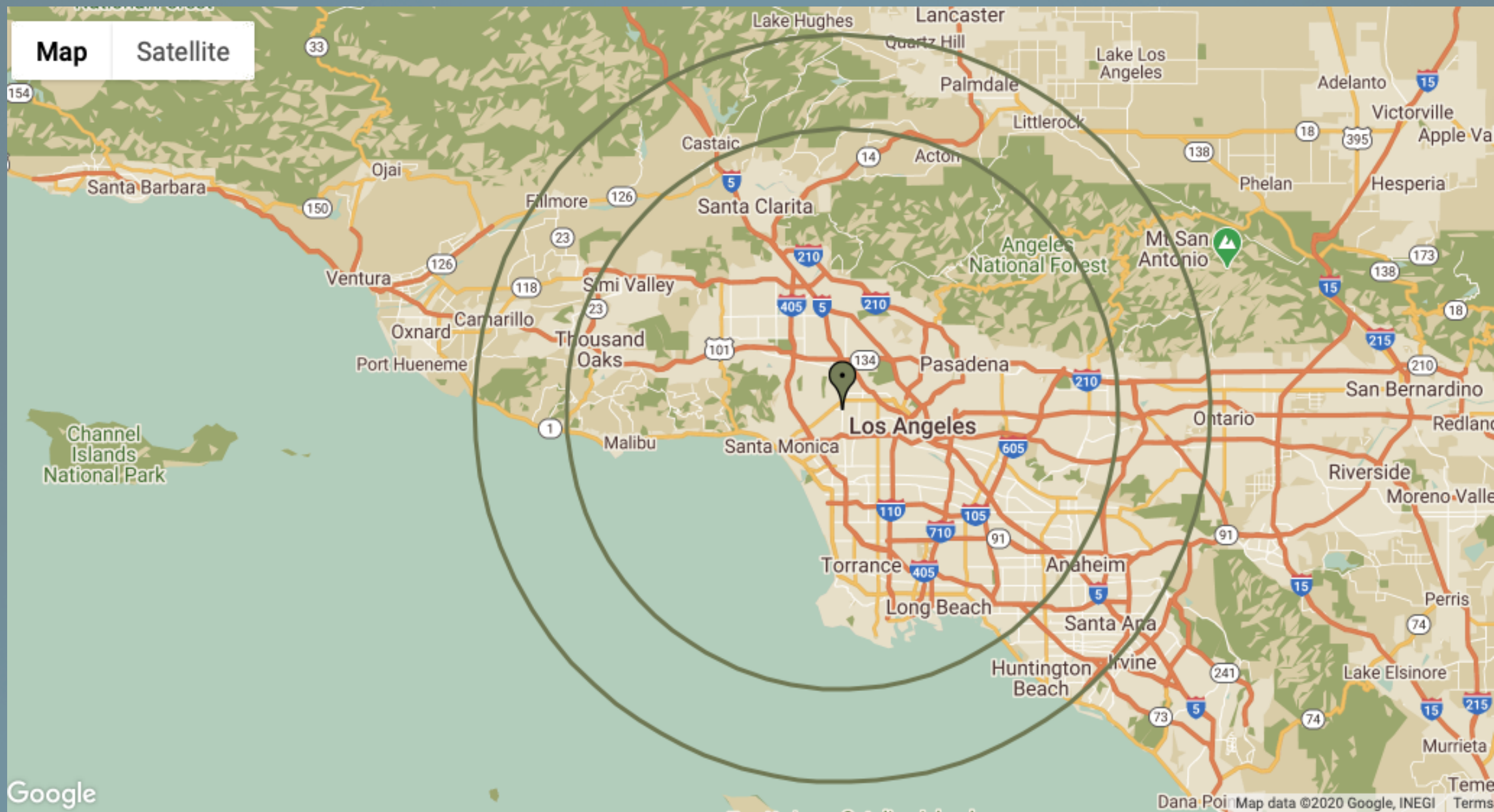
County of Ventura Planning Division 2023 Film Locations

0 1 2 4 6 Miles

Disclaimer: this map was created by the Ventura County Resource Management Agency Information Systems GIS, which is designed and operated solely for the convenience of the County and related public agencies. The County does not warrant the accuracy of the map and no decision involving a risk of economic loss or physical injury should be made in reliance thereon.

Los Angeles Studio Zone and Secondary Studio Zone Map





Metropolitan Region	2023 Creative Economy Employment	Change in Creative Jobs 2022-2023	Change in Greater Entertainment
San Luis Obispo	2,119	6%	-10%
Santa Barbara	6,881	2%	0%
Oxnard	6,308	0%	2%
Riverside	22,627	0%	-3%
Bakersfield	1,637	0%	-5%
Santa Rosa	3,646	-1%	-8%
San Diego	37,023	-1%	-2%
Stockton	2,142	-2%	-1%
San Francisco	139,306	-3%	-3%
Salinas	1,596	-4%	-7%
San Jose	39,640	-6%	-7%
Los Angeles	413,400	-10%	-16%
Fresno	3,684	-12%	-16%
Sacramento	9,910	-20%	-32%

Otis School of Design, current analysis showing Ventura County as the only MSA in the state positive in Entertainment sector growth.

Current Considerations, Progress

- Film Commission renewing its website, improved functionality
- Continuing coordination between and among permitting jurisdictions, regional infrastructure
- Production support facilities opening in several areas increasing production as a part of permitted operations (food photography, photo studios, accounting support, local prop houses)
- Film Simi increasing demand in the whole Simi Valley film Ecology
- Permitting alignment in Camarillo, County Airports, Special Districts
- Increase in location marketing services across the County
- New staff leads in several local jurisdictions, continuing effort to network the stakeholders
- Quality & efficient production experience resulting in retention, regularly returning work

- How do we measure our competitive advantage?
- One example: AFCI* Best Practices Model
 - Economic Growth, Job Creation, Skills Development
 - Screen Tourism
 - Public/Private Partnership

* AFCI is Association of Film Commissioners International

- Key AFCI Best Practice Categories:
 - Partner Engagement: across jurisdictions, data tracking
 - Sustainability: effectively managing impacts
 - Film Friendly Production Environment
 - Infrastructure: facilities, zoning
 - Workforce Capacity
 - Diversity, Equity and Inclusion
 - Statewide Production Incentives



Continuing the Work

- Partnerships: Optimized, Enhanced, Expanded
 - Permitting Entities: City, County, Public Safety, Special Districts, State Parks . . .
 - CA Film Commission
 - Guilds/Unions, Studios & Production Companies
 - Visitors Bureaus & Lodging
 - Vendors, Locations & Local Resources
 - Pre- and Post-Production Capacity
- Providing Skilled Liaison between all of the players
- Tracking & promoting economic impact & regional benefit

VenturaCountyFilm.com

An Initiative of the
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Collaborative

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