



COUNTY of VENTURA
COUNTY EXECUTIVE OFFICE

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January 24, 2023

Board of Supervisors
County of Ventura
800 S. Victoria Avenue
Ventura, CA 93009

Subject: Receive and File a Presentation Regarding the Scale and Economic Impact of Filming in the Region from the Economic Development Collaborative Which Fills the Role as The Ventura County Film Commission.

Recommendation:

Receive and file a presentation regarding the scale and economic impact of filming in the region from the Economic Development Collaborative (EDC) which fills the role of the Ventura County Film Commission.

Discussion:

On June 4, 2013 your Board approved a two-year contract with EDC with a \$30,000 contribution toward the newly created Ventura County Film Liaison position. The intent of the initial two-year program was to review data generated during the period and assess the scale and impact of filming as well as calculate the associated community and economic benefits to the region.

On May 10, 2016, your Board approved a contract with EDC for it to continue to serve as the Film Liaison for an annual payment of \$15,000 so long as the County Executive Office determines that the Film Liaison continues to add value to the County and your Board approves inclusion of that amount in the annual budget each year.

The Film Commission and Film Liaison activities are designed to facilitate communication between industry and location representatives, specifically to help avoid conflicts and to improve the overall filming experience for all parties. The intended outcome is an increase in well-managed film activity, resulting in an increase in film shoots, film industry spending, local job retention, and creation.

EDC began collecting permit data beginning in August 2013. While there is no standard method of data collection across all permitting jurisdictions, and while the process of securing permit and film activity data continues to evolve and improve, EDC has collected regional film activity data for 2014 through 2022.

The economic impact of filming activity for 2022 is recorded at \$90,378,496. The collected data shows an overall increase in total permits and film activity measured year-over-year

and again from 2021 to 2022: total permits are up by 4.17% from 2021, total film days are up by an estimated 16.1% and economic impact is up by an estimated 14.78%. These numbers are reported from October 1 through September 30. The role of the Film Commission and Film Liaison, in facilitating communication with the industry and coordinating activity with locations, projects and permitting offices, appears to be a significant contributing factor.

According to EDC, for the time period October 1, 2021 to September 30, 2022:

| 2022 | | | |
|---|----------------|---------------------------|---------------------------|
| Jurisdiction | Permits | Film Activity Days | % Share of Permits |
| County | 595 | 1,335 | 39%*** |
| All 10 Cities | 379 | 1,784 | 25% |
| Other Agencies* | 475 | 1,423** | 32% |
| Specialty Vendor | 66 | 331 | 4% |
| Totals | 1,515 | 4,873 | 100% |
| 2021 | | | |
| Jurisdiction | Permits | Film Activity Days | % Share of Permits |
| County | 495 | 1,443 | 34%*** |
| All 10 Cities | 345 | 854 | 24% |
| Other Agencies* | 527 | 1,654** | 36% |
| Specialty Vendor | 88 | 248 | 6% |
| Totals | 1,455 | 4,199 | 100% |
| 2020 | | | |
| Jurisdiction | Permits | Film Activity Days | % Share of Permits |
| County | 451 | 628 | 52%*** |
| All 10 Cities | 99 | 351 | 11% |
| Other Agencies* | 231 | 1,532** | 27% |
| Specialty Vendor | 83 | 505 | 10% |
| Totals | 864 | 3,016 | 100% |
| * State properties, special districts, as reported by CA Film Commission, support and studio projects | | | |
| ** Includes film activity days from Simi Valley Studio Complex as well as support days | | | |
| *** Includes both RMA Planning and PWA issued permits | | | |

For a general profile, below is a list of representative production from in 2022:

- Auto Advertising: BMW, Dodge, Honda, Nissan, Volvo
- American Born Chinese (Television)
- Christina Aguilera (Music Video)
- Google (Commercial)
- Jay Leno's Garage (Television)
- JC Penny's (Commercial)
- The Kelly Clarkson Show (Television)
- Made For Love (Television)
- Rebel Moon (Film)
- Seal Team (Television)

Filming and Economic Impact:

The data presented by the EDC indicates a continued recovery trend for filming activity in Ventura County after the disruption caused by the COVID-19 pandemic. The number of permits, film days, and total economic impact each exceeded pre-pandemic levels in 2021. Each of these indicators continued to accelerate in 2022, seeing year-over-year increases across the board.

Using the calculator developed by the Association of Film Commissioners International (AFCI), these film days conservatively generate some \$90.378 million in direct economic impact within the county.

In addition to this *direct* economic contribution, filming provides numerous indirect economic impacts. Filming typically creates and sustains at least two additional jobs for every job created in local film activity and stimulates small business activity. It also supports the over 3,500 Ventura County residents who are employed by the film industry and members of associated trade guilds and unions. There are also support and development processes which are essential elements of film industry activity in the region. These include, for example, contractor's storage, mobilization of support equipment, project development, manufacturing of specialty parts, set dressing property businesses within the county and other pre- and post-production operations. Reporting for this past year puts these activities in the neighborhood of \$2.53 million of local economic impact.

Filming is a key sector of the entertainment industry and the broader creative economy. The entertainment industry includes motion picture/video production, motion picture distribution, postproduction services, sound recording, radio stations, and television and cable broadcasting, and makes up at least one-third of the \$3 billion creative economy output in Ventura County.

This Board letter has been reviewed by the County Executive Office, County Counsel, and the Auditor-Controller's Office. If you have any questions, please contact David Yoshitomi, Arts and Culture Manager, at 805-662-6706.

Board of Supervisors

December 6, 2022

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Sincerely,



David Yoshitomi

Arts and Culture Manager



Sevet Johnson, PsyD

County Executive Officer

Attachment:

Exhibit 1: EDC Film Commission Update 2023