2009 PHOENIX FILM OFFICE
YEAR END ECONOMIC IMPACT REPORT

The Greater Phoenix film industry accounted for $38,089,441 in economic impact on the local economy during the 2009 calendar year. Film, in all its forms (including but not limited to: movies, television shows, still photography, commercials, documentaries, corporate/industrials, reality), employed a workforce of 4,795 skilled technicians and actors spanning a total of 362 projects accounting for 1,290 shooting days and occupying 2,080 hotel nights.

National and international commercial spots such as GoDaddy.com, Red Bull, Barbasol, University of Phoenix and Volkswagen selected Phoenix as their filming location. Television shows such as After Armageddon, America’s Most Wanted, Family Dynamics, Wife Swap, Supernanny and Sunset Daze also chose the Phoenix area as their backdrop.

Maneater, a two part miniseries set in Los Angeles by Sony Pictures Television and 3 Arts Entertainment which aired on the Lifetime network, was the largest project filmed in the Valley in 2009. The producers selected Phoenix because of the Motion Picture Tax Incentive Program (MOPIC), administered by the Arizona Department of Commerce and visual similarities Phoenix has to Los Angeles. The project employed hundreds of local crew members and actors during their three month stay while frequenting local hotels, retail stores, car rental agencies, restaurants and building supply companies.

July 2005 through June 2009 the film industry as a whole has contributed $147,454,455 to the local economy. Of this total amount, approximately $82,413,174 was a direct result of the MOPIC program. MOPIC offers production companies with a minimum spend of $250,000 in Arizona up to a 30% transferable tax credit based on Arizona spend and local hires. This has made Phoenix an attractive option to producers and led to the filming of major projects such as The Kingdom, S.I.S., Kids in America, Middle Men and the aforementioned Maneater. Clearly, the MOPIC program has been of significant benefit to the City of Phoenix and the local film industry. The MOPIC program is scheduled to sunset on December 31, 2010, but a movement is underway by local organizations to extend this date.

The 2009 Year End Economic Impact Report for Greater Phoenix marks the first time the Phoenix Film Office has published a calendar year end report on the film industry. Traditionally, the film office’s annual report is published every July to coincide with the city’s fiscal year (July to June). While this will continue, it was important to bring the data in line with other agencies that track the industry based on a calendar year.

All data was compiled based upon surveys sent to productions that filmed in Phoenix and local production companies. En lieu of completed surveys, economic impact estimates were based upon the Association of Film Commissioners International “Tracking Production Revenue: Direct Spending for On-Location Production (US Dollars).” No multipliers were used. Job creation and hotel nights are listed as reported, estimates are not utilized.

Phil Bradstock
Film Office Program Manager

Debbie Knoblauch
Film Office Program Coordinator
### 2009 Year End

**Economic Impact of Filming in Greater Phoenix**

*Prepared by the Phoenix Film Office  
*a/o 1/25/2010*

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Projects</th>
<th>Shoot Days</th>
<th>Total Dollar Amount</th>
<th>Total Local Crew</th>
<th>Total Local Talent</th>
<th>Hotel Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercials</td>
<td>124</td>
<td>291</td>
<td>$8,115,759</td>
<td>1,068</td>
<td>446</td>
<td>660</td>
</tr>
<tr>
<td>Documentary</td>
<td>22</td>
<td>75</td>
<td>$449,752</td>
<td>73</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Educational</td>
<td>10</td>
<td>17</td>
<td>$296,708</td>
<td>18</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Feature - Studio</td>
<td>2</td>
<td>34</td>
<td>$15,001,800</td>
<td>5</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Feature - Indie</td>
<td>9</td>
<td>86</td>
<td>$1,729,000</td>
<td>118</td>
<td>89</td>
<td>19</td>
</tr>
<tr>
<td>Industrial/Corporate</td>
<td>80</td>
<td>200</td>
<td>$727,892</td>
<td>324</td>
<td>161</td>
<td>674</td>
</tr>
<tr>
<td>Music Video</td>
<td>1</td>
<td>4</td>
<td>$45,000</td>
<td>20</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>PSA</td>
<td>4</td>
<td>6</td>
<td>$332,885</td>
<td>43</td>
<td>15</td>
<td>44</td>
</tr>
<tr>
<td>Reality</td>
<td>5</td>
<td>137</td>
<td>$1,013,500</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Still Photography</td>
<td>39</td>
<td>160</td>
<td>$1,458,306</td>
<td>146</td>
<td>194</td>
<td>204</td>
</tr>
<tr>
<td>Student Film</td>
<td>10</td>
<td>13</td>
<td>$28,900</td>
<td>52</td>
<td>19</td>
<td>32</td>
</tr>
<tr>
<td>TV Special</td>
<td>32</td>
<td>214</td>
<td>$8,739,095</td>
<td>206</td>
<td>1,681</td>
<td>430</td>
</tr>
<tr>
<td>Webcast</td>
<td>24</td>
<td>53</td>
<td>$150,844</td>
<td>47</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>362</strong></td>
<td><strong>1,290</strong></td>
<td><strong>$38,089,441</strong></td>
<td><strong>2,125</strong></td>
<td><strong>2,670</strong></td>
<td><strong>2,080</strong></td>
</tr>
</tbody>
</table>

All data was compiled based upon surveys sent to productions that filmed in Phoenix and local production companies. *En lieu of completed surveys, economic impact estimates were based upon the Association of Film Commissioners International “Tracking Production Revenue: Direct Spending for On-Location Production (US Dollars).” No multipliers were used. Job creation and hotel nights are listed as reported, estimates are not utilized.*
2009 Phoenix Film Office
Year End Highlights

**Television**
- After Armageddon
- America's Most Wanted
- Andrew Zimmern
- Brat Camp: Teenagers Out of the Briefing
- The Candy Girls
- Collapse
- Cut in Half
- Deadly Women
- Great American Roadtrip
- Family Dynamics
- First 48
- Forensic Factor
- Future Presidents
- Hidden Potential
- I Shouldn't Be Alive
- Life Without People
- Love Decoy
- Maneater
- My First Place
- National Geographic Channel
- Phoenix H.I.K.E. Players
- The Real World
- R.I.P.: How People Deal with Death
- Sex Decoy: Love Stings
- Sunset Daze
- Supernanny
- Troy the Locator
- Wife Swap

**Commercials**
- 2010 Shanghai World Expo
- Allstate Insurance
- American Treasures
- Anti Meth Public Service
- APS
- Arizona Department of
- Arizona Diabetes Tour de Cure
- Arizona Lottery
- Assurance Cell Phone
- Attorney General's Office: Senior Banner Health Care
- Barbasol
- Cable One
- Casino Arizona
- Clubbers Restaurant
- Desert Schools Credit Union
- Dickson's Witch Hazel
- Discreet Bankruptcy
- GoDaddy.com
- Grand Canyon University
- John C. Lincoln Hospital
- McDonalds
- midfirst Bank
- The Motorcycle Lawyers
- The Original Gifts of Christmas
- Peter Piper Pizza
- Qwest
- Red Bull
- SCF Insurance
- Scotts Lawn Care
- South Mountain Cycles
- Spanish Rolling Papers: Smoking
- STF Workman's Compensation
- Sylvan Learning Center
- United Way
- University of Phoenix
- Volkswagen

**Still Photography**
- 2K Sports Game
- 9 Year of the Phoenix
- Antigua
- ASU Dance Team
- Big Brothers, Big Sisters
- BMW
- Budweiser
- Byrnt Organic Clothing
- Chris Halloran Photography
- Cowgirls Historical Foundation
- Department of Transportation
- Dept of Transportation
- Discount Tire
- EAS Sports Food & Drink
- Gabor Lorant Architects
- Hjon Hood
- King Size
- Les Jacobs Stock Photography
- Lighting Test Shoot
- Lincoln
- Marks Mens Warehouse
- Marks Work Warehouse
- Patrick Demarcheuer
- Penske
- Petsmart
- Photoflex
- Rossmar Graham Cam
- Super Dry UK
- Target Community Resources
- Watermark
- Witt Weiden
- Wonder Serra