



Economic Impact of the Greater Phoenix Film Industry – Calendar Year 2012

The Greater Phoenix film industry impacted the local economy with more than \$11 million in direct spending in 2012. Film, in all its forms (including but not limited to: movies, television shows, still photography, commercials, documentaries, corporate/industrials, reality, student films), employed 2,541 skilled technicians and actors spanning a total of 405 projects. Additionally, these projects accounted for 1,027 shooting days and 1,412 hotel room nights.

The Phoenix Film Office is beginning to see positive signs of a recovering film industry despite a 19 percent decrease in total overall spending from 2011. Multiple large commercial projects chose Greater Phoenix in 2012 as their filming destination including Volkswagen, BMW, Nissan (France and UK market), Reebok (Scandinavia market), University of Phoenix and Cable One. Reality shows such as “Property Wars”, “Betting the House” and “Police Reserves” also filmed for extended periods of time in Greater Phoenix leading to extended employment and hotel nights.

Commercials remain the most prevalent and consistent form of film projects shot in Greater Phoenix. Total commercial projects increased from 121 in 2011 to 133 in 2012 while overall spending increased 8 percent to \$6.5 million. Similarly, corporate/industrial projects remained relatively constant with 98 projects accounting for \$1.4 million in spending.

Currently, Arizona remains one of 11 states without a multimedia incentive. This has restricted Greater Phoenix as a location destination for filmmakers looking to produce projects with budgets larger than \$250,000. Arizona State Senator Al Melvin, R- Dist. 26, has introduced SB1242 for the 2013 legislative session which will provide a refundable tax credit and allow Arizona to compete with incentivized states for these projects. The refundable tax credit would apply to all qualified expenditures within the state, including salaries, and have an annual cap of \$60 million with a maximum of \$15 million per project. Also included in the legislation is a refundable tax credit for the construction of proper multimedia sound stage facilities with an annual cap of \$10 million. Disney Studios and Warner Bros. have expressed interest in filming select projects in Arizona should the legislation pass.

All data was compiled based upon surveys sent to and completed by productions that filmed in Phoenix and local production companies. In lieu of completed surveys, economic impact estimates were based on Phoenix Film Office averages and data from the Association of Film Commissioners International. No multipliers were used.

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Prepared by the Phoenix Film Office

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	Total Projects	Total Shoot Days	Total Spending	Total Local Crew	Total Local Talent	Total Hotel Nights
Commercials	133	209	\$6,506,561	942	583	637
Documentary	6	30	\$159,374	15	0	13
Indie Feature	14	78	\$560,336	64	77	2
Industrial/Corporate	98	186	\$1,424,701	214	157	16
Music Video	7	15	\$151,000	20	3	4
Other	79	76	\$234,165	53	3	39
Reality Series	7	186	\$1,087,903	7	8	57
Reality TV Special	20	128	\$471,864	33	60	96
Still Photography	31	83	\$693,216	125	115	537
Student Film	5	27	\$27,460	10	15	0
Webcast	5	9	\$61,311	30	7	11
TOTALS	405	1,027	\$11,377,891	1,513	1,028	1,412
				2,541		

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City of Phoenix
FILM OFFICE