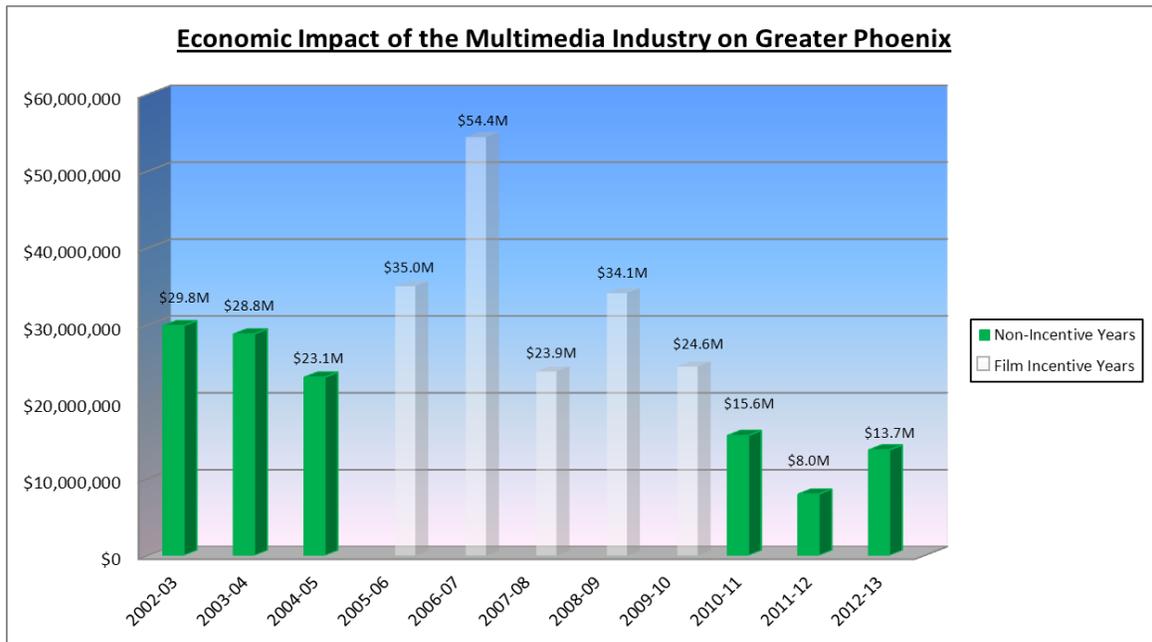


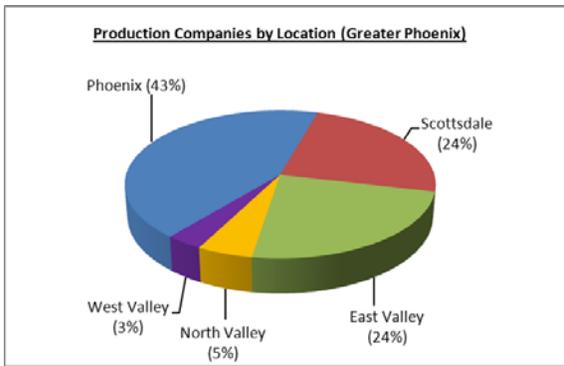


Economic Impact of the Greater Phoenix Multimedia Industry Fiscal Year 2012-13

The Greater Phoenix multimedia industry's impact on the local economy was more than \$13 million in direct spending in fiscal year 2012-13; an increase of 72% over the prior fiscal year. Multimedia, in all its forms (including but not limited to: commercials, Indie features, documentaries, still photography, post production, reality TV projects, student films and corporate/industrials.), employed 3,156 skilled technicians and actors spanning a total of 564 projectsⁱ. Additionally, these projects accounted for 1,222 shooting days and 1,663 hotel room nights. A typical project in Phoenix shoots for six days with daily expenditures of more than \$18,000 resulting in 18 crew/talent hires and 17 hotel room nightsⁱⁱ. The Phoenix Film Office typically dedicates five hours of staff time per project providing location options, resources to hire local vendors and crew/talent, permitting, coordination with other city departments and final wrap.



The multimedia industry in Greater Phoenix has seen an increase across all statistically tracked categories when compared to fiscal year 2011-12. On average, a 66-72% increase was seen relating to total projects, shoot days, spending and employment numbers. The overall increase can be related to a substantial rise in corporate/industrial projects (+227%) as well as commercial shoot days (+105%). Additionally, fiscal year 2012-13 marked the first time in 10 years that the multimedia industry saw an increase in activity during years when a state multimedia incentive was not available.



Greater Phoenix is home to approximately 60 production companies with 43% residing in Phoenix.ⁱⁱⁱ The Phoenix Film Office recently completed visitations with many of the Phoenix-based production companies as part of an outreach strategy to better understand the trends of the local multimedia industry and how the Film Office can be of better assistance. Film Office staff discovered during the visits that many local production companies are transitioning toward the

creation of social media content, rather than traditional forms of production, with great financial success. These projects tend to be small in size, but occur frequently and are filmed at a client's place of business, thus removing the need for a film permit. The Phoenix Film Office will work with these forward-thinking companies to grow and expand their businesses, while still servicing those focused on the traditional forms of film.

Although the local multimedia industry is showing signs of growth, Arizona continues to lack an industry specific incentive and a state film office. These two items, coupled with the recent passage of a multimedia incentive by Nevada, has left Arizona as the lone state in the Southwest lacking the necessary tools to attract large projects. Enticing these projects is important, as demonstrated with the previous multimedia incentive program (2006 to 2010) that resulted in direct Arizona expenditures of nearly \$110 million^{iv}.

However, it also important to look forward and identify future trends that complement and provide new opportunities to local multimedia companies. Industry sectors, such as biomedical and scientific research, are rapidly growing in Phoenix and increasingly incorporate multimedia elements. The evolution of digital education (which some consider Phoenix to be the home of) offers an array of possibilities for local multimedia companies who can easily apply the same skills needed for traditional forms of film to this new medium. Digital gaming, although not as prevalent locally as the aforementioned industries, has tremendous growth potential due to the education provided by local higher education institutions preparing students for this exciting new field.

Identifying and capitalizing on future growth trends in the multimedia industry, along with an industry specific incentive and the resurrection of a state film office, will diversify and strengthen the local multimedia industry.

ⁱ See chart on p. 3 for category breakdown

ⁱⁱ All data was compiled from surveys completed by productions that shot 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.

ⁱⁱⁱ Information obtained from the 2013 Arizona Production Guide published by the Arizona Production Association

^{iv} Arizona Commerce Authority (2011). The Motion Picture Production Tax Incentive Program, Annual Report Calendar Year 2010, p. 14



July 2012 to June 2013

Economic Impact of Filming in Greater Phoenix

Prepared by the Phoenix Film Office

	Total Projects	Total Shoot Days	Total Spending	Total Local Crew	Total Local Talent	Total Hotel Nights
Commercials	159	246	\$6,937,056	\$1,251	\$649	905
Documentary	6	71	\$223,100	\$25	\$8	11
Indie Feature	12	50	\$301,468	\$52	\$58	2
Industrial/Corporate	158	318	\$2,800,938	\$509	\$237	94
Music Video	4	13	\$32,500	\$6	\$0	0
Other	92	0	\$303,624	\$44	\$7	4
Reality Series	1	192	\$1,500,000	\$0	\$0	240
Reality TV Special	30	166	\$686,262	\$35	\$40	152
Still Photography	74	114	\$790,187	\$135	\$44	211
Student Film	8	24	\$29,180	\$8	\$12	0
Travel	2	2	\$7,516	\$0	\$0	0
Webcast	18	26	\$109,259	\$31	\$5	44
TOTALS	564	1,222	\$13,721,091	2,096	1,060	1,663
				3,156		

All data was compiled from surveys sent to productions that shot 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.

