



## **Economic Impact of the Greater Phoenix Multimedia Industry Calendar Year 2013**

The Greater Phoenix multimedia industry's impact on the local economy was more than \$13 million in direct spending in calendar 2013; a modest increase of 16% over the prior calendar 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 3,100 skilled technicians and actors spanning a total of 517 projects. Additionally, these projects accounted for 998 shooting days and 1,855 hotel room nights.<sup>i</sup>

Commercials alone accounted for 22% of the total projects and 48% of the total spending in 2013. These projects in turn created 158 shooting days and 1,545 crew and talent positions. PetSmart, headquartered in Phoenix, consistently turns out a high volume of multimedia content utilizing a variety of local production companies. In total, PetSmart created four commercials, two still photo shoots and one corporate/industrial project.

Other large commercials of note that shot in Phoenix during 2013 include (but not limited to):

Cable One – Filmed at residential homes in Arcadia, Roosevelt Historic District and the Willow Historic District over three days. The project employed more than 30 crew and talent and the Phoenix Police Department were at each location to assist with traffic management.

Arizona Lottery – Shot two commercial spots with two different production companies totaling four days of filming and employing more than 60 crew and talent in total. Locations included Sky Harbor Airport Tarmac, Phoenix Convention Center and US Airways Center. The Phoenix Film Office coordinated the shoots with Aviation, Convention Center and Street Transportation departments to permit access to facilities and provide parking for equipment and essential vehicles required for the productions.

Coldstone Creamery – The company used Sand Pipe Park as the backdrop for several commercial spots. While only filming for one day, the shoot employed more than 80 crew and talent. In order to accommodate such a large project, Phoenix Film Office staff coordinated with the Parks and Recreation Department to allow many large vehicles to drive onto the grass (while not damaging any sprinkler lines or heads), securing Park's staff to oversee the project for the day and hiring a Phoenix Police Department officer for traffic control due to the large number of vehicles parked in the area.

Taco Time – Over a two day period, the commercial shot at a residential home on Portland, constructed a fake drive-thru on a street in downtown Phoenix and utilized the interior of the Orpheum Theatre. In order to accomplish the drive-thru portion of the shoot, the Phoenix Film Office, in coordination with Street Transportation and Police, closed Adams between Second and

Third avenues for the production to construct the set in the red curb lane while placing all equipment in the street. The project hired 90 combined crew and talent and accounted for 44 hotel nights.

While the Phoenix Film Office has been housed within Community and Economic Development since 2005, the office recently moved from the Business Retention and Expansion Division to the Business Development Division in December 2013. All day-to-day functions of the Film Office will operate as normal, but staff also will focus on attracting companies to Phoenix while taking the lead with CEDD's Innovation and Entrepreneurship sector strategy initiative. This initiative focuses on working with incubators, accelerators and coworking spaces to identify and assist in the growth of young startups to scalable enterprises.

Based upon data in this report as well as data from the 2012/13 Fiscal Year End Economic Impact Report (published in August, 2013), the overall local multimedia industry is continuing to rebound since the end of the film tax incentive and the Great Recession. Producers and location managers both domestically and internationally consistently contact the Phoenix Film Office about potential filming locations for their projects. While many of the requests are Phoenix specific, we regularly receive inquiries from producers and location managers interested in filming throughout Arizona. However, as a result of Arizona closing the State Film Office in July 2011, Phoenix and other cities with film offices have by default become the State Film Office. Unfortunately our areas of expertise are more regionally focused which has caused some projects seeking access to film in rural locations or on state lands from considering Arizona as a location and shooting in other states. There is a movement by the entire film community in Arizona to rectify this situation and legislation was introduced to establish the Governor's Office of Film and Media in the Office of the Governor. As of this writing, SB1098 is under consideration at the legislature.

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<sup>i</sup> 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.



# Calendar Year 2013

## Economic Impact of Filming in Greater Phoenix

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	Total Projects	Total Shoot Days	Total Spending	Total Local Crew	Total Local Talent	Total Hotel Nights
Commercials	114	158	\$6,325,449	1,081	458	875
Documentary	8	84	\$350,000	49	31	8
Indie Feature	5	46	\$1,022,208	50	37	222
Industrial/Corporate	121	234	\$2,262,188	619	144	96
Other	46	37	\$181,168	33	8	6
Reality TV Special	29	176	\$1,503,181	36	41	360
Still Photography	164	220	\$1,354,361	332	86	242
Student Film	10	14	\$19,380	20	12	0
Webcast	20	29	\$146,559	62	1	46
<b>TOTALS</b>	<b>517</b>	<b>998</b>	<b>\$13,164,494</b>	<b>2,282</b>	<b>818</b>	<b>1,855</b>
				<b>3,100</b>		

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