



2008-2009 PHOENIX FILM OFFICE YEAR END ECONOMIC IMPACT REPORT

Despite the weakened economy, the Phoenix film industry generated a 43 percent increase in production dollars in the city this past fiscal year (June 2008 through July 2009) versus the previous year.

The film industry pumped more than \$34 million (\$34,124,240) into the Greater Phoenix economy through crew and talent salaries, film related rental equipment, hotels, building supply stores, restaurants, car rentals, retail stores and an assortment of other businesses. The film industry also employed a local workforce of 3,510 skilled technicians and actors.

Overall, the Phoenix Film Office issued 127 Film and Digital Media Permits and gathered data on 385 projects that filmed wholly or partially in Greater Phoenix. These projects in total accounted for 956 shooting days and 2,109 hotel nights.

Despite the increase in production dollars generated in the city over the past fiscal year, the film industry experienced a 29 percent decline in the total number of projects. The Phoenix Film Office anticipated the hit in 2008 as numerous companies were faced with critical financial decisions. As a result, many companies slashed or eliminated their advertising budget, which led to the decline in total number of projects. However, in the fiscal year that just ended, 9.11 jobs per project were created as compared to 7.28 that were created in the previous year. In addition, spending on a per project basis was higher than the previous year thus resulting in the overall positive economic impact.

Phoenix was chosen by two major productions because of its varied locations and the Motion Picture Incentive Program administered by the Arizona Department of Commerce. Hollywood headliners Luke Wilson, Giovanni Ribisi, James Caan, Kelsey Grammer and Kevin Pollak starred in the George Gallo directed film "Middle Men" that followed the rise of the internet billing industry. Sarah Chalke starred in the Timothy Busfield directed TV Special "Maneater" for Lifetime Television about finding love in Los Angeles. Aside from major projects, Phoenix also played host to 99 commercials, 40 still photography shoots, 8 reality shows, 25 TV Specials, 11 documentaries and 8 feature movies (studio and independent).

All data was compiled based upon surveys sent to productions that filmed in Phoenix and local production companies. In 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.

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2008-2009 Fiscal Year
(July to June)
Economic Impact of Filming in
Greater Phoenix

Prepared by the Phoenix Film Office
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	Total Projects	Shoot Days	Total Dollar Amount	Total Local Crew	Total Local Talent	Hotel Nights
Commercials	116	234	\$5,830,899	1154	504	504
Documentary	11	87	\$714,000	26	6	10
Educational	11	18	\$221,274	48	1	0
Feature - Studio	3	35	\$15,002,030	100	40	200
Feature - Indie	5	17	\$175,000	69	56	22
Industrial/Corporate	125	193	\$1,360,469	395	48	9
Music Video	1	1	\$30,000	0	0	0
PSA	9	14	\$578,035	60	87	4
Reality	8	49	\$353,500	19	9	6
Still Photography	40	150	\$2,405,300	288	260	1113
Student Film	13	15	\$45,700	4	4	0
TV Special	25	90	\$7,118,372	150	78	229
Webcast	18	53	\$289,661	76	28	12
TOTALS	385	956	\$34,124,240	2389	1121	2109
				3510		

2008-2009 PHOENIX FILM OFFICE YEAR END HIGHLIGHTS

TELEVISION

AMERICAN IDOL
AMERICA'S MOST WANTED
ANDREW ZIMMERN
AVIATION SAFETY
BIGGEST LOSER - SEASON 7
CANDY GIRLS
EASY DRIVER
HIDDEN POTENTIAL
LIFE AFTER PEOPLE
LIFE ON MARS, INTO THE UNKNOWN
MANEATER
MTV'S TRUE LIFE SERIES
NATIONAL GEOGRAPHIC MYSTERY 360
SEX DECOY: LOVE STINGS
SO YOU THINK YOU CAN DANCE
SOUTHWEST FANATICO
THE REAL WORLD
TROY THE LOCATOR
UFO HUNTERS
UNDERCOVER, MATT BROWNING
UNTAMED AND UNCUT
YUKO OGA DOCUMENTARY

STILL PHOTOGRAPHY

ADIDAS
CENTURY 21
CORVETTE FEVER
DIAMONDBACKS/ST. JOSEPH'S
EAS SPORTS FOOD & DRINK
FIREFIGHTER BREAST CANCER AWARENESS
GORE MEDICAL
INSIGHT
KING SIZE
LINCOLN
MARK'S WORK WEARHOUSE
PENSKE TRUCKS
PETSMART
PHOENIX ZOO
SRP
SKY MALL MAGAZINE
TOYOTA
UNIVERSITY OF PHOENIX
WATERMARK
WITT WEIDEN

COMMERCIALS

ALLSTATE INSURANCE
AMERICAN TREASURES
APS
ARIZONA DIABETES TOUR DE CURE
ARIZONA LOTTERY
ATHLETE'S PERFORMANCE
ARIZONA LOTTERY
BARBASOL
BASHAS
CASINO ARIZONA
CULVERS RESTAURANT
DESERT SCHOOL CREDIT UNION
DICKSON'S WITCH HAZEL
ERICKSON COMMUNITIES
HUMANE SOCIETY
ICY HOT
MCDONALDS
MOTORCYCLE LAWYERS, THE
PETER PIPER PIZZA
PHOENIX CONVENTION CENTER
PHOENIX ZOO
QWEST "MUSIC TOUR"
SCOTTS "EZ SEED" LAWN CARE
SOUTH MOUNTAIN CYCLES
STF WORKMAN'S COMPENSATION
TOYOTA TUNDRA/BROPHY PREP
UNITED WAY
VOLKSWAGEN

FEATURE FILMS

MIDDLE MEN

