



Calendar Year - 2016

Economic Impact of Multimedia in Greater Phoenix

a/o 2/21/17

	Total Projects	Total Shoot Days	Total Spending	Total Local Crew	Total Local Talent	Total Hotel Nights
All Others	78	91	\$1,063,685	194	239	225
Commercials	113	212	\$8,550,523	1,597	561	726
Documentary	3	29	\$221,402	5	5	32
Feature Film	1	10	\$15,000,000	40	0	3,000
Indie Feature	45	108	\$708,742	204	272	128
Industrial/Corporate	228	282	\$1,718,558	425	173	120
Music Video	14	39	\$174,032	61	91	8
Reality Series	2	37	\$240,230	10	8	94
Reality TV Special	25	201	\$628,334	149	79	281
Still Photography	96	156	\$3,592,610	281	227	594
Student Film	4	12	\$19,920	21	13	6
TV Weekly Series	1	19	\$518,000	43	168	185
Webcast	114	111	\$144,494	56	39	10
TOTALS	724	1,307	\$32,580,531	3,086	1,875	5,409
				4,961		

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.