



Economic Impact of the Greater Phoenix Multimedia Industry Fiscal Year 2013-14

The Greater Phoenix multimedia industry's impact on the local economy witnessed almost \$13 million in direct spending in fiscal year 2013-14; a slight decrease of 6% 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 3,176 skilled technicians and actors spanning a total of 447 projectsⁱ. Additionally, these projects accounted for 984 shooting days and 2,451 hotel room nights.

Economic Impact of the Multimedia Industry on Greater Phoenix ⁱⁱ



This fiscal year, two TV weekly series were shot in the Phoenix, something that has not occurred since the Arizona Motion Picture Incentive Program concluded in 2010. TV weekly series produce significant expenditures in the local economy as well as prolonged employment for industry professionals. Combined, these two series accounted for 46 shooting days and \$1.3 million in spending along with the employment of 158 technicians and actors. The Phoenix Film Office worked alongside each project

providing location assistance, coordinating street closures in residential neighborhoods and hiring of Phoenix Police Officers (paid directly by the productions).

Phoenix also saw a 57% increase in the number of still photo shoots which led to more than \$1 million in local spending (+31%). A typical still photo shoot takes one day to complete, spends \$6,500 per day and hires four local industry professionals. While per project totals might not be considered impressive, their frequency provides consistent employment to many local industry crew and talent throughout the year and provides a positive impact on local vendors.

Indie features provided an unanticipated impact this fiscal year as well. The 10 projects combined for a total of \$1.8 million in spending (+500%) and increased employment by 70% over last fiscal year. Phoenix sees its fair share of Indie features each year, but the budgets associated with these projects averaged \$21,000 per day versus \$6,000 last fiscal year. It should be noted that most of the projects were created and shot locally and would not have been eligible for an incentive under recently proposed legislation due to the \$250,000 minimum spend requirement.

Conversely commercials, usually the strongest aspect of the local multimedia industry, saw a significant decrease in total projects (-53%) and shoot days (-40%) resulting in an overall economic impact of \$4.8 million (almost \$2 million less than the prior year). A specific reason for this decrease has not been identified at this time. However, the decrease was largely made up for with increases to TV weekly series, still photo shoots and Indie features.

The Phoenix Film Office will continue to promote and market Phoenix as a filming destination and work with all filmmakers on the logistics of their shoots. Additionally, we will continue to engage and work with the film community on supporting responsible multimedia incentive legislation and the creation of an Arizona Film Office which the state has been without since 2010 and 2011 respectively.

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.



Fiscal Year 2013/14

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	75	147	\$4,758,325	843	289	473
Documentary	12	83	\$770,254	94	150	146
Indie Feature	10	85	\$1,813,952	81	50	1,222
Industrial/Corporate	141	262	\$1,859,277	525	191	113
Music Video	3	4	\$51,767	16	4	7
Other	42	27	\$573,594	91	128	42
Reality Series	3	71	\$365,320	13	2	71
Reality TV Special	31	83	\$331,596	46	47	31
Still Photography	116	159	\$1,036,312	283	88	116
Student Film	8	12	\$17,535	22	17	0
TV Weekly Series	2	46	\$1,269,830	55	103	228
Webcast	4	5	\$42,800	38	0	2
TOTALS	447	984	\$12,890,562	2,107	1,069	2,451
				3,176		

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.

