



# City of Phoenix

To: Mark Hughes  
Public Information Officer

Date: July 23, 1990

From: Luci Marshall  
Motion Picture Coordinator

Subject: Fiscal Year 1989-90 Film Activity Report

Film production in the Phoenix metro area decreased slightly in Fiscal Year 1989-90. Overall, there were fewer projects done in the Valley but revenue generated remained almost the same as last year. The approximate amount of revenue for this fiscal year was \$16,762,597.

The City hosted three feature films, twelve television productions and numerous national, regional and local commercials. Foreign still photography assignments continue to increase.

The data for this report is compiled from local and out-of-state production companies. No multiplier is used. Attached are highlights of film and tape activity.



3 Feature Films



2 Television Movies

206 Commercials

10 Television Programs



35 Still Photo Assignments



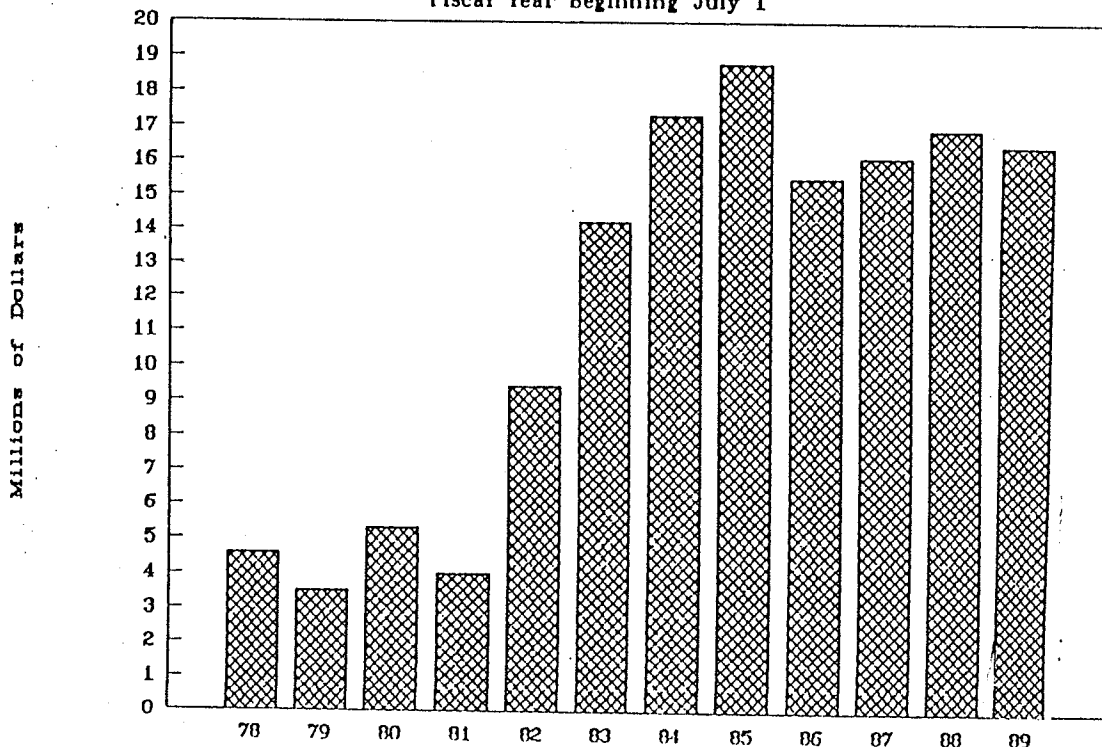
17 Industrial Films

685 Production Manuals Distributed

4741 Phone Inquiries

## ECONOMIC IMPACT OF FILM PRODUCTION

Fiscal Year Beginning July 1



**Feature Films**

"Days of Thunder"  
 "Highway to Hell"  
 "The Grifters"

**Television Productions**

"American Gladiators"  
 "America's Most Wanted"  
 "Checkered Flag" (ABC pilot)  
 "Circle of Excellence" (PBS)  
 "Finding Marco Polo" (BBC)  
 "Just Perfect" (Disney Channel)  
 "Nation Under Siege" (CBS News)  
 "Natural History" (BBC)  
 "Unsolved Mysteries"  
 ABC Sports  
 CBS Sports  
 ESPN

**Commercials**

A & W Rootbeer  
 Air France  
 American Cancer Society (PSA)  
 America West Airlines  
 AM Homes  
 Arby's  
 Arizona Lottery  
 Arizona State University  
 Avis Rent A Car  
 Bell Cellular Phones (Canada)  
 Bell Telephone  
 Berge Ford  
 Best Western  
 Blue Cross/Blue Shield  
 Bounce  
 Broadway Southwest  
 Bud Dry  
 Budget Rent A Car  
 Budweiser  
 Buick  
 Camelback Hospital  
 Camelback Inn  
 Canadian Tire  
 Candy's Tortilla Chips  
 Carl's Jr. Hamburger  
 Carrier Corporation  
 Charmin'  
 Chevrolet  
 Chevy Lumina  
 Chrysler  
 Columbo Yogurt  
 Cypress Mining  
 Dash Laundry Detergent  
 Del Webb Sun City  
 Delta Airlines  
 Doubletree Compri Hotels

Emporium Department Stores  
 Ever Ready Batteries  
 Federal Express  
 Glade Air Freshener  
 Glade Rug Freshener  
 Honda  
 Honda Lawnmowers  
 Honeynut Cheerio's  
 Huggies Baby Wipes  
 Hyundai (Canada)  
 JVC (Korea)  
 Kawasaki Jet Ski (Korea)  
 Kellogg's  
 KNIX Radio Station  
 KPNX TV 12  
 Kransco Whamo  
 Kroy  
 Maxwell House Coffee (England)  
 Mesa Tribune  
 Motorola  
 Mountain Shadows  
 Nappa Auto Parts  
 Nationwide Vision Center  
 Navistar  
 Nestle's Yogurt  
 Nieman Marcus  
 Nike Tennis Shoes  
 Nissan Infinity  
 No Appointment Hair Salon  
 North American Van Lines  
 Northern Automotive  
 OB Beer (Korea)  
 Ohio Bell  
 Oldsmobile  
 Pacificorp  
 Phelps Dodge

Phoenician Resort  
 Republic & Gazette  
 Rockford Fosgate Car Stereos  
 Safeway Food Stores  
 Salt River Project  
 Samaritan Health Services  
 Sanyo (Canada)  
 Scwab Insurance  
 Scottsdale Chamber of Commerce  
 Sears  
 Smitty's  
 State Fair  
 Sun Valley Waterbeds  
 Texaco  
 Time Life  
 UDC Homes  
 US Air  
 U-Haul  
 Valley Chevy Dealers  
 Volkswagen  
 Werner Trucks

#### Still Photography Assignments

Accura  
 America West Airlines  
 Audi  
 Avon Fashions  
 Boeing Aircraft  
 Broadway Southwest  
 Butterwick  
 Century Insurance  
 Chevrolet  
 Chevy Mini Van  
 Connection America  
 Dodge Spirit  
 Heine Catalog (Germany)  
 Giftacatalog (Germany)  
 General Motors  
 Impulse  
 International Male  
 Lane Bryant  
 Leffers (Germany)  
 Maildex (Germany)  
 Maul Belser (Germany)  
 Moden Muller (Germany)  
 Premiere Catalog (Germany)  
 Prix & Tringle (Germany)  
 Quelle (Germany)  
 Wehkamp (Netherlands)  
 Wittweider (Germany)

#### Industrial Films

AT & T  
 Buick  
 Chevrolet  
 Garrett Turbine Engines  
 General Motors  
 U-Haul

MOTION PICTURE COORDINATING OFFICE  
REVENUE/COST COMPARISON

<u>Fiscal Year</u>	<u>\$ Brought In By Companies</u>	<u>Motion Picture Office Budget</u>	<u>Tax Revenue Generated *</u>
1977-78	\$1,365,720	\$58,550	\$13,657
1978-79	4,563,000	60,533	45,630
1979-80	3,500,000	54,563	35,000
1980-81	5,331,935	61,991	53,319
1981-82	4,012,755	68,654	40,128
1982-83	9,401,261	87,273	94,013
1983-84	14,172,176	86,089	141,722
1984-85	17,269,507	106,983	172,695
1985-86	18,800,000	134,352	188,000
1986-87	15,493,620	133,839	154,936
1987-88	16,089,806	157,118	160,898
1988-89	16,856,370	168,641	168,564
1989-90	16,762,597	176,843	167,626
1990-91	16,797,200	179,425	167,972
<b>TOTALS</b>	<b>\$160,415,947</b>	<b>\$1,534,854</b>	<b>\$1,604,159</b>

\*Estimated (1% of total expenditures)



## City of Phoenix

To: Luci Marshall  
Motion Picture Coordinator

Date: April 3, 1990

From: Debra Knoblauch *DK*  
Motion Picture Assistant

Subject: Film Activity 7-89 through 3-90

Approximately \$8.5 million has been left in the Phoenix-metro area from still, industrial, commercial, television and feature productions since the beginning of Fiscal Year 89-90.

I've listed highlights of film activity below. Please let me know if you have any questions.

### Feature Films

"The Grifters"  
"Highway to Hell"

### Television Productions

"Just Perfect" (Disney)  
"Checkered Flag"  
"Unsolved Mysteries"  
"Nation Under Siege" CBS News

### Commercials

Budweiser  
Federal Express  
Delta AirLines  
Budget Rent A Car  
Sears  
America West Airlines  
Nissan Infinity  
Emporium Department Stores  
General Motors (Canada)  
Navistar

Nike Shoes  
Rockford Fosgate Car Stereo  
Honda Lawnmower  
Northern Automotive  
Maxwell House Coffee  
Texaco  
Hyundai  
Buick  
Mesa Tribune  
KNIX

### Still Photo Assignments

Numerous German Catalogs and  
Fashion Magazines  
Avon  
Motor Trend Magazine  
Butterwick  
Chevrolet  
Oldsmobile  
General Electric  
Spigle

### Industrial Films


AT &T  
Chrysler  
Oldsmobile  
General Motors



## City of Phoenix

To: Cyd  
Video

Date: 1-25-90

From: Debbie   
Subject: Motion Pictures

Info You Needed

Luci, Toni and I went over locations and we really had discussed most of them at our meeting. The only other thing Luci mentioned was night shots of Patriots Park, view of the city at dusk or night, Symphony Hall or Herberger Theater at night/dusk on the night of a performance when there are people outside, entering, etc.

Based on info from our Mayor/Council report, over the last five years \$84,246,176 was left in the Phoenix Metro area from film and tape productions. The figures are from features, television productions (movies, series, etc.), commercials, industrials, educational and still photo assignments.

During that time Phoenix hosted two tv series, 14 features, 11 tv movies, 1 tv mini series, numerous tv segments for weekly programs, 1435 commercials (local, regional and national) and numerous industrial and still photo assignments.

I guess that Toni and I are interacting with Cornerstone Productions on Monday, 1-29 sometime between noon and 3 p.m. while they are filming on 1st St and Washington.

Give me a call if you have any questions at 24850.