



City of Phoenix
MOTION PICTURE COORDINATING OFFICE

Mark Hughes
Public Information Director

September 12, 1994

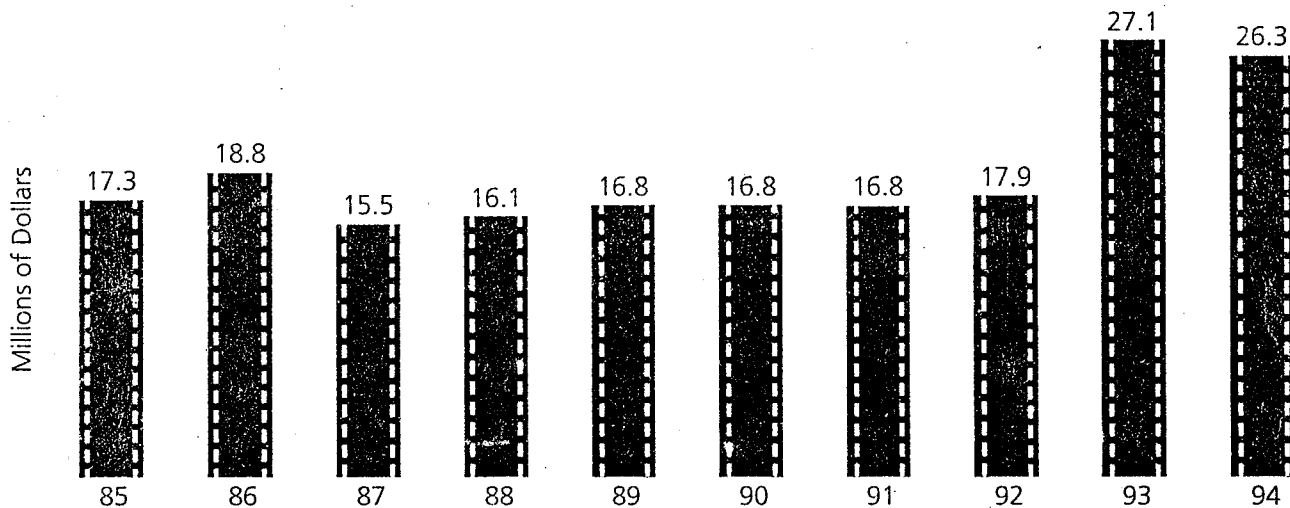
Luci Marshall
Film Office Coordinator

Economic Impact Film Production Report
Fiscal Year 1993-94



- 7 Feature Films
- 1 Television Movies
- 2 Music Videos
- 6 Television Shows
- 60 Industrials
- 347 Commercials
- 131 Still Photo Assignments

Economic Impact of Film Production (Fiscal Year)



Metropolitan Phoenix continues to be an attractive and desirable place to film. Producers have discovered the dual advantage of filming in Phoenix — the ability to shoot on location and reduced production costs. The exposure that Phoenix receives from film, television and print production not only increases the visibility to the industry but to the audience as well. It familiarizes viewers with the valley, piques their curiosity, ultimately boosting tourism.

Film production pumps millions of dollars into our local economy. The economic impact from film and television production for Fiscal Year 1993-94 was \$26,307,645 representing a slight decrease from the previous year.

The Phoenix Film Office maintains a "can do" reputation facilitating production companies' needs. It brings out-of-state industry professionals to work in our community, creates jobs for our local residents and increases sales to local goods and service providers resulting in an expanded tax base revenue.

This data is compiled from local and out-of-state companies. No multiplier is used.

FEATURE FILMS

"Canaan's Way"
"Jimi"
"Low Down Dirty Shame"
"Riders in the Storm"

"Seraph"
"Terminal Velocity"
"Trailer Park"

TELEVISION MOVIES

"A Mother's Revenge"

TELEVISION SHOWS

America's Most Wanted
Discovery
HBO Vistors Network

Real Stories of the
Highway Patrol
Rescue 911
Unsolved Mysteries

COMMERCIALS

Armor All
Audi
Bashas
Best Buy
Boston Chicken
Bridgestone Tire
Buick
Cadillac
Chrysler Auto
Circle K
Citron (France)
ESPN
Fido Dog Food (France)
Ford
Gatorade
Goodyear Tire
Head and Shoulders
Holiday Inn
Honda

Honda Accura
Lifesavers
McDonald's
Mississippi Power & Light
Nike
Northern Automotive
Osco Drug
Power Ball
Power Wheels
Purulator Air Filters
Saturn
Southwest Airlines
Target
Taylor Made Golf Clubs
Texaco
Volvo
Walmart
Wendy's

STILL PHOTO ASSIGNMENTS

Alba Moda (Germany)
Adidas
Audi
Bank of America
Barry Pace
Bedford Fair
Cadillac
Chevy Truck
Chrysler Eagle
Citron (France)
Dodge
Empire Stores (England)
Gateway 2000
General Motors
Goodyear Tires
Harley Davidson Motorclothes
Harley Davidson Motorcycles
Healthy Woman
Hills Fashions
Hummer
In Wear US
Jeep
Jemoli Fashions (Switzerland)
Joseph Banks Clothiers
La Blanc Porte (France)

Kay's (England)
La Blanc Porte (France)
Levi's
Massey's Shoes
Miller Genuine Draft
Montgomery Ward
Neckerman (Germany)
Newsday
Nike
Nissen (Japan)
Norwest
Osh Kosh
Otto Versand (Germany)
PPC (Germany)
Pontiac
Quelle (Austria)
Roaman's
Sears
Sony
Spencer's
Sport Scheck (Sweden)
Vogue Wright
Volvo
Yonker's Fashions
Wehkamp (Netherlands)

INDUSTRIALS

Audi
Bridgestone
Chrysler
Dodge
Garrett

Goodyear Tire
In-Line Skates
Motorola
Rollerblade
Triple Play

93-94



City of Phoenix
PUBLIC INFORMATION OFFICE

News

Contact: Bridgett Hanna 262-6181
Luci Marshall 262-4850
201-7390 pager

Sept. 27, 1994

Winner of the
Carl Bertelsmann
Prize for



PHOENIX FILM OFFICE REPORTS SECOND BEST YEAR

According to production companies polled by the Phoenix Film Office, the ability to film in a variety of locations and reduced production costs are the advantages of filming in Phoenix. These advantages account for \$26.3 million in 1993-94 fiscal year revenues generated by feature films, television movies, commercials, still photography shoots and music videos filmed in the Valley.

"The exposure that Phoenix receives from film, television and print production not only increases our visibility to the industry, but to audiences around the world," said Luci Marshall, Phoenix Film Office coordinator. "Ultimately, this visibility familiarizes viewers with the Valley and boosts tourism."

This year's economic impact report by the Phoenix Film Office is the second best since the office was created in 1974.

Marshall said fiscal year figures show that film production brings millions of dollars to our local economy. She attributes the high economic impact to out-of-state industry professionals working in the Valley, jobs created for local residents and increased sales for local goods and service providers.

From July 1, 1993 to June 30, 1994, the Phoenix Film Office assisted film producers with seven feature films, six television shows, 347 commercials, 131 still photo assignments and two music videos. Among the movies coordinated by the Phoenix Film Office are

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CITY COUNCIL REPORT

AGENDA

DATE: September 20, 1994

DATE:

TO: Marsha Wallace
Executive Assistant to the City Manager

ITEM: INFORMATION

FROM: Mark Hughes
Public Information Director

SUBJECT: PHOENIX FILM OFFICE FISCAL YEAR REPORT

I'm pleased to report that Phoenix attracted a total of \$26.3 million into the local economy from the film and tape industry during Fiscal 1993-94, the second best year in our history.

BACKGROUND

In 1973, Phoenix established a Motion Picture Coordinating office to market the City as a location for motion pictures, television shows, commercials and still photography assignments. The office advertises Phoenix in film and television circles, works with filmmakers once they are here to find shooting locations and coordinates the various municipal services that assist the industry, such as police, fire, aviation and street transportation.

DISCUSSION

By solving day-to-day problems for the film companies, ^{the} our Phoenix Film Office builds Phoenix's reputation as an attractive place to do business. During the past year, Luci Marshall, Film Office Coordinator, and her staff have assisted production firms with seven feature-length motion pictures, one made-for-television movie, six television shows, 60 industrial shoots, 347 commercials and 131 still photo assignments. A partial list of these productions is attached. All figures are kept on a fiscal year basis.

The \$26.3 million deposited into our local economy is spent for lodging, meals, labor, equipment rental, entertainment, construction and other incidentals. The total figure represents actual cash expenditures; no multiplier is used. The \$26.3 million is only slightly less than our record year of 1992-93 when spending reached \$27.1 million.

CONCLUSION

Phoenix has established itself as an attractive location for filmmaking. Among our advantages are our excellent climate, our professionally-trained local crews, our proximity to Southern California and, perhaps most importantly, our willingness to do whatever it takes to create a smooth path for the people who make films here.

Attachments

1361e/MC/BJS/crf



City of Phoenix

To: Mark Hughes
Public Information Director

Date: September 12, 1994

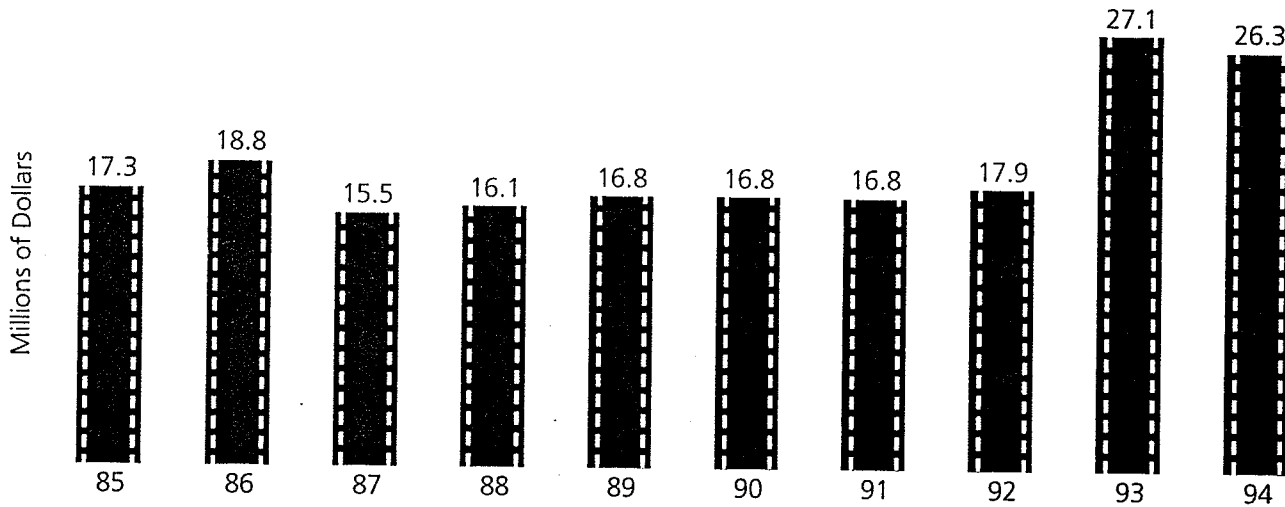
From: Luci Marshall
Film Office Coordinator

Subject: Economic Impact Film Production Report
Fiscal Year 1993-94



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- 6 Television Shows
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- 347 Commercials
- 131 Still Photo Assignments

Economic Impact of Film Production (Fiscal Year)



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Film production pumps millions of dollars into our local economy. The economic impact from film and television production for Fiscal Year 1993-94 was \$26,307,645 representing a slight decrease from the previous year.

The Phoenix Film Office maintains a "can do" reputation facilitating production companies' needs. It brings out-of-state industry professionals to work in our community, creates jobs for our local residents and increases sales to local goods and service providers resulting in an expanded tax base revenue.

This data is compiled from local and out-of-state companies. No multiplier is used. Attached is a copy highlighting film

FEATURE FILMS

"Canaan's Way"
 "Jimi"
 "Low Down Dirty Shame"
 "Riders in the Storm"

"Seraph"
 "Terminal Velocity"
 "Trailer Park"

TELEVISION MOVIES

"A Mother's Revenge"

TELEVISION SHOWS

America's Most Wanted
 Discovery
 HBO Vistors Network

Real Stories of the
 Highway Patrol
 Rescue 911
 Unsolved Mysteries

COMMERCIALS

Armor All
 Audi
 Bashas
 Best Buy
 Boston Chicken
 Bridgestone Tire
 Buick
 Cadillac
 Chrysler Auto
 Circle K
 Citron (France)
 ESPN
 Fido Dog Food (France)
 Ford
 Gatorade
 Goodyear Tire
 Head and Shoulders
 Holiday Inn
 Honda

Honda Accura
 Lifesavers
 McDonald's
 Mississippi Power & Light
 Nike
 Northern Automotive
 Osco Drug
 Power Ball
 Power Wheels
 Purolator Air Filters
 Saturn
 Southwest Airlines
 Target
 Taylor Made Golf Clubs
 Texaco
 Volvo
 Walmart
 Wendy's

STILL PHOTO ASSIGNMENTS

Alba Moda (Germany)
 Adidas
 Audi
 Bank of America
 Barry Pace
 Bedford Fair
 Cadillac
 Chevy Truck
 Chrysler Eagle
 Citron (France)
 Dodge
 Empire Stores (England)
 Gateway 2000
 General Motors
 Goodyear Tires
 Harley Davidson Motorclothes
 Harley Davidson Motorcycles
 Healthy Woman
 Hills Fashions
 Hummer
 In Wear US
 Jeep
 Jemoli Fashions (Switzerland)
 Joseph Banks Clothiers
 La Blanc Porte (France)

Kay's (England)
 La Blanc Porte (France)
 Levi's
 Massey's Shoes
 Miller Genuine Draft
 Montgomery Ward
 Neckerman (Germany)
 Newsday
 Nike
 Nissen (Japan)
 Norwest
 Osh Kosh
 Otto Versand (Germany)
 PPC (Germany)
 Pontiac
 Quelle (Austria)
 Roaman's
 Sears
 Sony
 Spencer's
 Sport Scheck (Sweden)
 Vogue Wright
 Volvo
 Yonker's Fashions
 Wehkamp (Netherlands)

INDUSTRIALS

Audi
 Bridgestone
 Chrysler
 Dodge
 Garrett

Goodyear Tire
 In-Line Skates
 Motorola
 Rollerblade
 Triple Play

CITY COUNCIL REPORT

AGENDA

DATE: August 6, 1993

DATE:

TO: Marsha Wallace
Executive Assistant to City Manager

ITEM: INFORMATION

FROM: Mark Hughes
Public Information Director

SUBJECT: MOTION PICTURE FISCAL YEAR REPORT

I'm pleased to report that Phoenix attracted a total of \$27.1 million into the local economy from the film and tape industry during Fiscal 1992-93, the best year in our history.

BACKGROUND

In 1973, Phoenix established a Motion Picture Coordinating Office to market the City as a location for motion pictures, television shows, commercials and still photography assignments. The office not only advertises Phoenix in film and television circles, it works with filmmakers once they are here to find shooting locations and to coordinate the various municipal services that assist the industry, such as police, fire, aviation and street transportation.

DISCUSSION

By solving day-to-day problems for the film companies, our Motion Picture Coordinating Office builds Phoenix's reputation as an attractive place to do business. During the past year, Luci Marshall and her staff have assisted production firms with three feature-length motion pictures, 11 made-for-television movies, seven television shows, 20 industrial shoots, 46 commercials and 77 still photo assignments. A list of these productions is attached.

The \$27.1 million deposited into our local economy in spending for lodging, meals, labor, equipment rental, entertainment, construction and other incidentals. It represents a 50 percent increase over the \$17.9 million left in Phoenix by the film industry during the previous year. Until now, our record year had been 1986 when spending reached \$18.8 million.

A "film friendly hotel" program started this year by the Motion Picture Office helped to increase the number of film companies headquartering in Phoenix. Under this plan, 13 hotels were recruited to offer reduced rates to filmmakers and to become schooled in the special needs of the industry.

CONCLUSION

Phoenix has established itself as an attractive location for filmmaking. Among our advantages are our excellent climate, our professionally-trained local crews, our proximity to Southern California and, perhaps most importantly, our willingness to do whatever it takes to create a smooth path for the people who make films here.