



City of Phoenix

FILM OFFICE

To: Mark Hughes
Public Information Director

August 15, 1996

Winner of the
Carl Bertelsmann
Prize

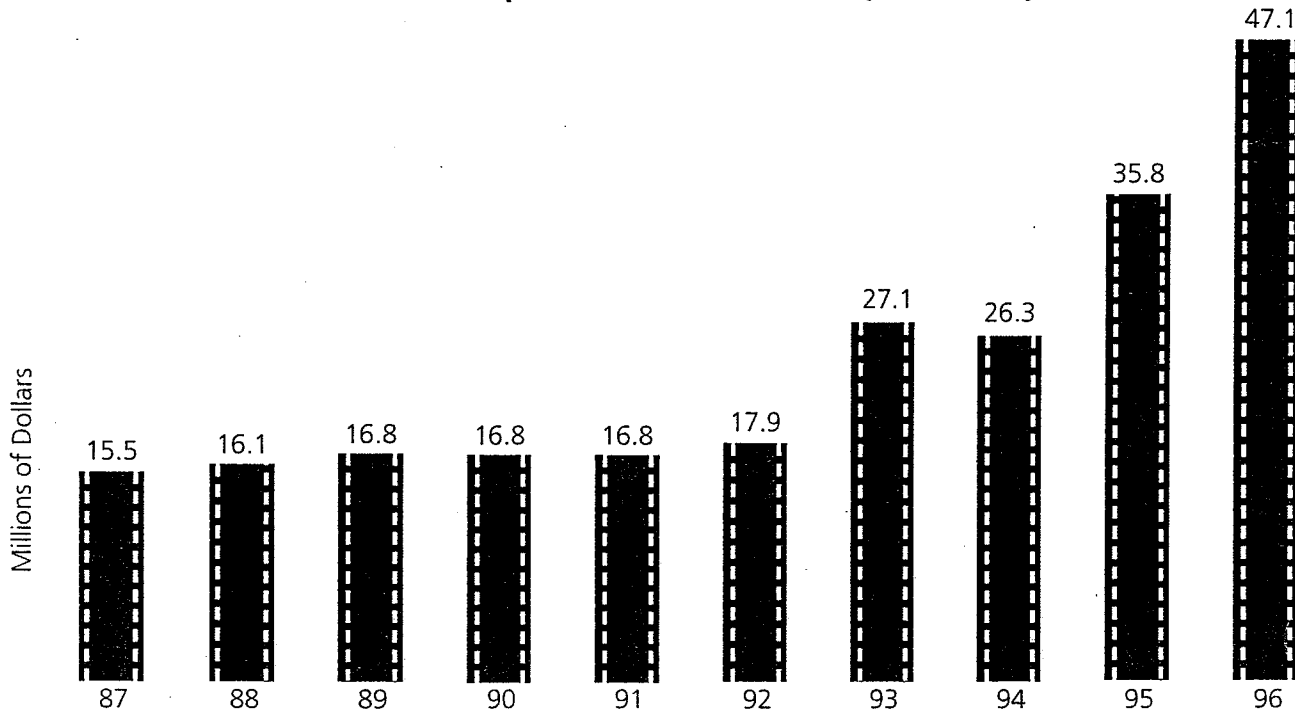
From: Luci Marshall
Program Manager

Subject: Economic Impact Film Production Report
Fiscal Year 1995-96



- 4 Feature Films
- 4 Television Movies
- 13 Television Shows
- 6 Video Releases
- 3 Movie Shorts
- 4 Music Videos
- 320 Commercials
- 268 Still Photo Assignments
- 68 Industrials

Economic Impact of Film Production (Fiscal Year)



The Phoenix Film Office enjoyed another record year achieving \$47, 127,135 in film production revenues. This figure exceeds last year's total by 31.6%. This increase is due largely to the ongoing production of Fox Animation's feature film "Anastasia" scheduled for release in 1997.

It is interesting to note that there has been an increase in locally produced low budget features and straight to video film projects. These films go the route of film festivals in search of mass release. Examples include "Jerome", "Writer's Block" and "Unfair Game". These trends signal a positive affect for future film production and an important component to the overall growth of the Phoenix film community and the local economy.

This figure is compiled by out-of-state and local production companies, no multiplier is used.

Feature Films

"Beyond Vengeance"
"Jerome"
"Jerry McQuire"
"Midnight Mambo"

Movies of the Week

"Brother's Keeper"
"Mother's Justice"
"No One Would Tell"
"Robin Cook's Terminal"

Video Release

Mischievous
People of Reason
Unfair Game
Viscious Circle
The Wait Between
Writer's Block

Movie Short

A Human's Tale
Hunger & Greed
Jimmy & Frank Rob a Bank

Television Shows

America's Most Wanted
At the Zoo
Dad's for Life
Puzzle Place
Rescue 911
"Today" Show
Unsolved Mysteries
US Custom Classified

Commercials

America West
APS
Arizona Lottery
Bank One
BMW
Buick
Cadillac

95-96

Dove Soap
Eagle
Fantasy Island Casino
Firestone Tires
Folgers
Fox Baseball
Fruit of the Loom
General Motors
Health Partners
Holiday Inns
Honda
Hundai
IBM
K Mart
Kellogg's Frosted Flakes
KPHO-TV 5
Litton
McDonalds
Mentos (Europe)
Mercedes Benz (Europe)
Metamucil
Miller Life
Motor Trend
Nationwide Vision
Oakland A's
O'Doul's Beer
Peterbilt Trucks
Popeye Chicken
Ramada Hotels
Realty Executives
Safe Start
Saturn
Security Bank (Milwaukee)
SRP
State Farm Insurance
Taylor Made Golf Clubs
360 Cellular Communications
Tide
Tostitos
Toyota
Tyco Toys
U.S. West
USA Credit Services
Western Auto
Western Wireless

Still Photo Assignments

Adidas
Alba Moda (Sweden)
Arizona Physicians Health Care
Group
Atlantic Insurance
Avia Fashion
Bedford Faire Fashion
BMW
Buick
Chevrolet
Cole's Department Store
Dodge Trucks
Dollar Rent-A-Car
Dunlop Tires
Eddie Bauer Fashion
Empire (England)
Escada Fashion
Fingerhut Fashion
Ford
Geo Tracker
GMC Trucks
Honeywell
Inland Steel
J.D. Williams Fashion
Kitchell Construction
Lane Bryant
Lexus
Linear Fashion
Macy's
May Co.
Mercantile Fashion
Mercedes Benz
Micro-Age
Micro-Chip Technology
Motor Trend
Olympic Fashion Catalog — 1996
Otto Versand (Germany)
Ping Fashion
Playboy Magazine
Polaroid
Porsche
Quelle (Austria)
Rockwell International
Rod's Western Palace Catalog
Russell Sports
Schopflin (Germany)
Scwab (Germany)
Spiegel Fashion
Sportscheck (Sweden)
Sympatex
Talbot's Fashion
Trois Suisse (France)
Vim & Vigor Magazine
Visa Credit Card
Volvo
Wehcamp (Sweden)
Yamaha



City of Phoenix

PUBLIC INFORMATION OFFICE

News

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Sept. 7, 1995

Winner of the
Carl Bertelsmann
Prize for



REPORT INDICATES BEST YEAR EVER FOR FILMING IN PHOENIX

Nearly \$36 million was spent locally by film production companies during the fiscal year ending June 30, the largest economic impact since records have been kept, according to a report released today by the Phoenix Film Office.

"What an incredible year!" said Luci Marshall, Film Office program manager. "This record figure confirms what we've known all along, that more than just the sun shines in Phoenix."

This year's total revenue is 36 percent higher than last year, which Marshall said is due to out-of-state industry professionals working in the Valley, jobs created for local residents, and increased sales for local goods and service providers.

Marshall's office polled local and out-of-state production companies that filmed in Phoenix to determine the revenues generated by four feature films, including "Tank Girl" and "Waiting to Exhale," four television movies, four television shows, 433 commercials, 188 still photography shoots and two music videos.

"'Waiting to Exhale,' which is scheduled for release at Thanksgiving, was the biggest movie ever to film in Phoenix and our most exciting project," said Marshall. "But every production - large or small - gets our full cooperation."

The office, created in 1974, works with production companies on initial location scouting; acts as a liaison with community and government agencies; and coordinates on-location production, the use of city facilities, off-duty personnel and rented equipment.