



City of Phoenix
FILM OFFICE

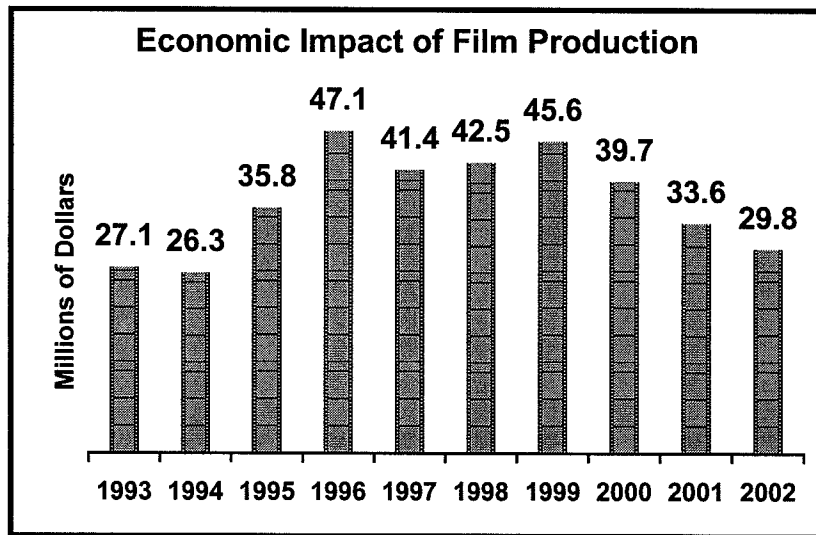
Winner of the
Carl Bertelsmann
Prize

To: Toni Maccarone-Public Information Director
From: Luci Fontanilla-Program Manager
Subject: Economic Impact Film Production Report – Fiscal Year 2001-2002

Date: July 15, 2002



- * 2 Feature Films
- * 10 Video Releases
- * 23 Television Shows
- * 134 Commercials
- * 149 Still Photo Assignments
- * 30 Fashion Catalogs
- * 37 Industrials
- * 2 Music Videos



Production revenue tops \$29,880,000.

Film Production in Phoenix grossed over \$29 million for the fiscal year 2001-2002 and while this is a decline from the previous year, it is still new found money for the city. These dollars created hundreds of jobs for film professionals and increased revenues for equipment rental companies, hotels, shops and restaurants.

The events of September 11 had a substantial impact on the film and tape industry worldwide. This, combined with the ongoing problems of “runaway production” and continued economic weakness, caused production companies to constrain costs. This slowdown in spending was felt across the board-features, commercials, print ads and industrials. Phoenix fared better than most cities, as film executives opted to stay “close to home”.

As a result, we are expanding our visibility with additional marketing outreach efforts, direct mail campaigns and meeting with production executives and advertising agencies. Phoenix is an affordable place to film and is geographically desirable. We remain optimistic.

Phoenix was once again in the international spotlight hosting the second annual Phoenix Film Festival in April 2002. More than four thousand patrons viewed entries from around the world, met with guest speakers/celebrities and participated in seminars at the three-day event.

This production revenue figure is calculated by Association of Film Commissioners International guidelines. No multiplier is used. Listed below are highlights of film activity.

FEATURES

Banger Sisters
Leather & Iron

STILLS

American Baby Magazine
Arizona Lottery
ATT Wireless
AZ Foothills Magazine
Buick
Circle K
Dodge Durango
Dodge Truck
Federal Express
Fruit of the Loom
General Electric
General Motors
Girl Scouts of America
Harlem Globe Trotters
Hyundai
International Truck
Lincoln/Chrysler
Mason Shoes
Mercury
Phoenix VBC
Pontiac
Pottery Barn
Replens
Saturn
Silverleaf Development
Sky Mall Magazine
Sun Corp - Utah
Wyeth Pharmaceutical
Yellow Jacket Drilling
YMCA

FASHION

Alba Moda (Italy)
Antiqua
Bedford Faire
Casual Corner
Crossing Pointe
Dillard's
Harley Davidson
Jessica London
Macy's
Mark's Work Wearhouse
Newport News
Prada Menswear
Romans
Speedo
Talbots
Uncle Sam's
Veillon (Switzerland)
Wearguard
Witt Weiden (Germany)

MUSIC VIDEOS

Pink
Soul Fly

COMMERCIALS

Anaheim Angels
Arizona Republic
Arrowhead Spring Water
Barbasol
Barnett Delaney
Boston Market
Cadillac
Channel 12
Comp USA
Coors Light
Direct Response
Dodge Caravan (Taiwan)
Federal Express
Folklorico Dancers
GEICO
Invest Ed
Maytag
Nascar
National Basketball Association
National Football League Films
Nikko Corporation (Japan)
Oakland A's
Pella Windows
PF Chang's
Phoenix Coyotes
Ping Golf Clubs
Pontiac
Salt River Project
Saturn
Seattle Mariners
Sony Play Station
SS Scooters
Thermacare
True Temper Golf Clubs
University of Phoenix
USA Cable
Walmart
Whattaburger
Winn Eureka (Italy)

TELEVISION SHOWS

A Reel Chance
Arizona Ghost
Aufwiedershen Pet (Germany)
Discovery
Education Channel
ESPN
Flipped
Food Finds
Go Sick

TELEVISION SHOWS-cont.

Home & Garden TV
I Bet You Will
Insomniac
Love All
Medical Review
National Geographic
Para Normal Investigations
Peril
Pop Across America
Skinwalkers - PBS
Small Shots
The Bachelor
Top 20 Countdown
Worse Case Scenario

INDUSTRIALS

Alzheimer's Disease
Amsafe Airlines Seatbelts
Avnet
Bikes/ the Streetwise Driver
Career Opportunities
Airline Travel
Devry
Lights Over Phoenix
Making Sense of a Place
Seaman's Health Service
SRP
Unilever
Urban Sprawl
Wild Visions
Wilson Cherette

VIDEO RELEASES

Blind Eye
Deadly Expose
Listening Man
Mating Rituals
New American Gothic
No Score
The Art of Ketman
The Enemies
The Next Step
The Sum of 1