



## City of Phoenix

FILM OFFICE

To: Paul Katsenes  
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From: Debbie Knoblauch  
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Subject: Economic Impact Report  
Fiscal Year 2004-2005



# Focus on Phoenix

The variety of cinematic looks, professional talent, experienced technical crews and sensational amenities continue to make Phoenix a very attractive location site. The city of Phoenix Film Office is a one-stop customer service center acting as a conduit to city government and coordinating necessary municipal services that assist the film industry.

Last year, the Phoenix Film Office facilitated hundreds of on-location productions generating \$23,174,968 million dollars for our local economy. Monies were spent on lodging, labor, meals, equipment rental, entertainment, construction and other associated expenses.

Next year promises to be an even more successful year with the introduction of the new tax incentive bill passed by our legislature and recently signed into law by Governor Napolitano. The bill allows movie companies who film and hire in Arizona to receive a tax credit of up to 20 percent of their in-state costs. The Film Office is already working on several major feature and television projects who hope to take advantage of this opportunity, which will create thousands of short-term jobs.

The Phoenix Film Festival is the largest festival in Arizona hosting more than 15,000 attendees last year. The Film Office has been a sponsor since its inception in 2000. This exclusive gathering of filmmakers, stars and film enthusiasts helps to keep Phoenix on the map as a future film destination.

The 2006 Phoenix Film Festival has expanded from three to eight days, kicking off on March 23 screening through March 30. The growth of the Festival increases tourism and provides greater economic development for our community.

Production highlights are attached. Figures are calculated using the Association of Film Commissioners International guidelines and information provided by local and out-of-state production companies. No multiplier is used.

## Feature Productions

"Big River"  
"Das Rheingold"

"Diablita"  
"It Wouldn't be  
Christmas Without..."

"Midnight Clear"  
"Wild Seven"

## Television Programs

"30 Days"  
"Accident Investigators"  
(Canada)  
"Amazing Race"  
"America's Most  
Wanted"  
"Animal Planet Heroes"  
"Archeologist  
Adventures"  
Deric Ruttan "Take The  
Wheel"

"Destination Arizona"  
"Extreme Makeover -  
Home Edition"  
"Extreme Makeover"  
"First 48"  
"High School Stories"  
"Medical Marvels"  
(Australia)  
"Medium"  
"No Opportunity  
Wasted"

"Only In America" (BBC)  
"Psychic Detective"  
"Russia Trip" MTV  
"Swan"  
"Switched"  
"The Great Outdoors"  
(Australia)  
The Southwest (Italy)  
"Trading Spaces"  
"Weird US"  
"Wife Swap"

## Commercials and Still Photo Assignments

Alba Mode (Germany)  
America West Airlines<sup>c</sup>  
Arizona Lottery<sup>c</sup>  
Arizona Republic<sup>c</sup>  
Arizona State University  
Barbasol<sup>c</sup>  
Blair Fashions  
Blue Cross Blue Shield<sup>ds</sup>  
BMW  
BMW Motorcycles (Germany)<sup>x</sup>  
Budlight<sup>c</sup>  
Buick  
Cable 1<sup>c</sup>  
Cadillac  
Cellular South<sup>c</sup>  
Checker Auto<sup>c</sup>  
Chevy Yukon  
Dillard's  
Dodge  
Dodge Dakota  
Dodge Durango  
Dodge Stratus  
Dominic Cycling<sup>c</sup>  
Food City<sup>c</sup>  
Ford  
Fry's Food Store<sup>c</sup>  
Gatorade<sup>c</sup>  
GNC

Honda  
Hummer H3  
Indy Racing League<sup>c</sup>  
King Size Men's Fashion  
KPHO TV<sup>>c</sup>  
KTVK TV<sup>>c</sup>  
Latino Club 95<sup>c</sup>  
Lincoln Mercury<sup>c</sup>  
M and I Bank<sup>c</sup>  
MADD<sup>c</sup>  
Marks Work Wearhouse (Canada)  
Mazda  
McDonalds<sup>c</sup>  
McGregor Golf Equipment<sup>c</sup>  
NASA<sup>c</sup>  
NBA<sup>c</sup>  
New Balance Shoes<sup>c</sup>  
Nextel<sup>c</sup>  
Nike<sup>c</sup>  
Nutri Systems<sup>c</sup>  
Oakland A's<sup>c</sup>  
Opel  
Phoenix Suns<sup>c</sup>  
Pontiac  
Qwest<sup>es</sup>  
Salt River Project<sup>c</sup>  
Seattle Mariners<sup>c</sup>  
Sonic<sup>c</sup>

ST Microprocessor<sup>c</sup>  
Tillamook Cheese<sup>c</sup>  
Toyota JT Cruiser<sup>c</sup>  
Tyco Toys<sup>c</sup>  
United Way<sup>c</sup>  
University of Phoenix<sup>c</sup>  
Veillon (Swiss)  
Volvo  
Wal-Mart<sup>c</sup>  
Watermark (Canada)<sup>cs</sup>  
Wisk<sup>cs</sup>  
Witt Weiden (Germany)