



featuring the unexpected

TO: Donald Maxwell
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Development Director*

Date: August 15th, 2007

Thru: Paul T. Katsenes
Deputy Economic Development Director

Subject: Economic Impact Report
Fiscal Year 2006-2007

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The City of Phoenix and its surrounding communities have seen more revenue generated by the filming industry this past fiscal year than in any previous year. Production companies infused **\$54,401,427** into our local economy through a combination of hotel stays, equipment rentals, building supply purchases, restaurants, retail stores and wages (an increase of 55% over last year's total of just over \$35 million). The filming industry shot a total of 827 different projects which created a total of 2,452 new jobs, 435 hotel night stays and combined for 2,282 shoot days.

Universal Pictures shot their blockbuster film "The Kingdom" starring Jamie Foxx in various locations around the Valley including Sky Harbor Airport, Historic City Hall, Williams Gateway Airport and the Phoenix Firefighters Training Academy. "Kids in America", starring Topher Grace and produced by Universal Pictures and Imagine Entertainment, utilized Camelback Mountain and its various homes to look and feel like Los Angeles, CA in the 1980s. Each film will be seen by large audiences and will highlight the ability of Phoenix and the surrounding communities to double as locations as diverse as Los Angeles and Saudi Arabia.

For the first time in over 15 years, Phoenix hosted a television series for a major network! Parts of Awahatuke played as Palm Springs for 7 episodes of the CW Network's show "Hidden Palms". Additionally, the reality series "Wife, Mom, Bounty Hunter" on the WE Network and the A&E series "Big Spender" were predominately shot in the Phoenix area.

Independent features such as Netherbeast and Jolene were written and produced by those in the local film community and featured big name celebrities. Netherbeast featured Darrell Hammond, Judd Nelson, Dave Foley, Steve Burns and Robert Wagner (to name a few) while Jolene showcased the talents of Dermot Mulroney and Denise Richards and countless other well respected local actors.

Corporations such as Nike, Gatorade, Dodge, Crest, GM and Cadillac selected Phoenix for its unique looks and talented crew base to film their commercials and still photo advertisements. Phoenix has also once again proven to be a popular location for still photography with Witt Weiden (German), Men's Italian Vogue, Water Mark, Men's Health, Mark's Work Warehouse (industrial clothing line), Hummer and Wearguard selecting our city streets and parks as their backdrops.

All financial data was supplied by local companies and outside productions that filmed in the Valley. In the absence of data, estimates from the "Production Revenue Tracking Guidelines: Direct Spending for On-location Production – Revised February 2007" from the Association of Film Commissioners International were utilized.



2006-2007 Financial Impact of Filming in Phoenix and the Valley

*Prepared by the Phoenix Film Office
8/15/2007*

	Total Projects	Shoot Days	Total Dollar Amount	Total Local Talent	Total Local Crew	Hotel Nights
Commercials	204	403	\$4,569,887	295	909	
Corporate/Industrial	207	304	\$875,550	144	304	
Educational	5	10	\$52,970	41	4	
Feature	18	378	\$31,537,454	50	86	
Music Video	4	6	\$65,000	16	12	
PSA	5	12	\$599,000	1	28	
Reality	7	32	\$342,500	0	0	
Still Photo	283	381	\$3,076,575	118	156	
Student Film	9	12	\$9,100	36	45	
TV Special	81	427	\$4,331,391	78	120	
TV Weekly Series	4	317	\$8,942,000	4	5	
TOTALS	827	2282	\$54,401,427	783	1669	435
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