



City of SANTA CLARITA

FOR IMMEDIATE RELEASE

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CITY OF SANTA CLARITA FILM OFFICE SEES RECORD FILM YEAR

Location Filming Contributes Average of \$20 Million Annually to Local Businesses

The City of Santa Clarita today reported Fiscal Year 2010-2011 (July 2010 – June 2011) was the best film year ever since the City began issuing location filming permits in January 2003.

The Santa Clarita Valley Film Office recorded 878 film days and 341 film permits for Fiscal Year 2010-2011. The City's previous record year for permits was 2007-2008 when the City issued 335 film permits and 2006-2007 when permits represented 852 film days. Location filming contributes significantly to the local economy, providing an average annual economic impact of \$20 million to local businesses each year as a result of local production spending.

The City of Santa Clarita noted recent efforts by the state with the Film and Television Tax Incentive and the City's own Film Incentive Program have helped retain California's signature industry and contributed to Santa Clarita's record year. Since the state's approval of the Film and Television Tax Credit, more than 25 approved projects have filmed in the Santa Clarita Valley. Locally based productions like "Justified," "Franklin and Bash," "Huge," and "Switched at Birth" were all California incentive approved projects that based or are currently based in Santa Clarita.

In April 2009, the City of Santa Clarita City Council approved the first city-supported Film Incentive Program in the 30-Mile Zone, providing increased support to productions basing and filming on location in Santa Clarita. The City Council supported an extension of the program in 2010 and again in 2011.

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"Santa Clarita is one of the best places to film in Los Angeles. We have a long history in the film and entertainment industry and have worked hard to ensure our past is a vibrant part of our present and future," said Mayor Marsha McLean. "The City continues to invest in attracting production to Santa Clarita while working with local business owners and residents to balance the needs of production."

The City of Santa Clarita's Film Incentive has provided a valuable permit subsidy to scores of locally based productions since its inception, including "NCIS," "Make it or Break it," "Sons of Tucson," "Justified," "Huge," "Big Love," "Franklin and Bash," *Monster Mutt*, "Doing DaVinci," "Switched at Birth," and "10 Things I Hate about You." The program has also provided an incentive for productions that film on location six or more times in a year, as well as those that qualified for the state of California tax incentive. These productions include *Jackass 3D*, *Bridesmaids*, *Drive*, *Faster*, *Bad Teacher*, *Elevator Girl*, *A Thanksgiving Engagement* and "CSI."

The City of Santa Clarita 2011-2012 Film Incentive Program includes a subsidy of basic permit fees only for locally based productions and those filming on location four or more time in the fiscal year. The new program launched on July 1, 2011.

"We recognize the important economic impact filming brings to our community and its business and value our successes to date. We also understanding supporting the film industry is a community endeavor and to that end we are thankful to the residential and business communities for their support of location filming in our community," said Mayor McLean.

The City created the Santa Clarita Valley Film Office to attract and retain the entertainment industry in Santa Clarita, including both location filming and film-related businesses. Santa Clarita is currently home to several network and cable television shows, including CBS's "NCIS," ABC Family's "Make it or Break It," "Jane by Design," and "Switched at Birth," FX's "Justified," TNT's "Franklin and Bash" and ABC's "Wipeout."

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The City of Santa Clarita remains committed to the success of the entertainment industry. The City continues to collaborate with local businesses to aggressively market the area as an ideal place to film. For more information about the SCV Film Office and the Film Incentive Program, please visit FilmSantaClarita.com or contact the Film Office at (661) 284-1425.