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Santa Clarita Valley Film Office E-Newsletter

Here you will find information about new film projects taking place in Santa Clarita, upcoming special events, quick tips on how the film office can work for you, film incentive program tidbits and more!

Be in the know and take advantage of the thousands of film locations including sound stages, movie ranches, film friendly neighborhoods & businesses that Santa Clarita has to offer.

Santa Clarita on Location

Recently, CBS's "NCIS" filmed at Newhall Park for their "Dead Air" episode. Filming included scenes on the softball field and an outdoor party that ended with a BBQ explosion. Everyone at the park that day, including the kids from the on-site Boys & Girls Club, enjoyed watching the film production and the ensuing excitement after the explosion. As part of the location agreement, "NCIS" graciously offered to repair the softball field fencing at Newhall Park. Their generous donation was appreciated by all, including the Hart High School Girls Softball team, who regularly uses the field for practice.



Did you know the Kool-Aid Man is back & better than ever? He and his rival, Mr. Soda Bottle, have recently filmed several funny commercials in Santa Clarita. One commercial features the two characters log rolling and another shows them bull riding, both of which were filmed at Disney's Golden Oak Ranch. In the latest commercial, the Kool-Aid-Man and Mr. Soda Bottle are at a bus stop on Lyons Avenue in front of Old Orchard Park. The Kool-Aid Man is kind enough to give up his seat to a pregnant woman (because he's sweeter than soda, even though he has less sugar!). It was quite an amusing sight for people driving or walking by that day.

Film Incentive Program (FIP)

The City's Film Incentive Program proved a success during its first year in effect (July 1, 2009 to June 30, 2010). The FIP provided \$65,000 in refunds/subsidization of film permit fees and hotel taxes to 14 different productions including locally based television shows CBS's "NCIS," FX's "Justified," and HBO's "Big Love." Multiple feature films also took advantage of the FIP including *Jackass 3D*, *Priest*, and *Monster Mutts*, an independent filmed entirely on location in Santa Clarita.



As part of the FIP, City staff was directed to look at ways to reduce costs for safety personnel assigned to productions. On July 1, 2010, the Santa Clarita Valley Film Office began offering the City's contract rate to productions for LA County Sheriffs assigned to filming (within City limits). The City's contract rate provides a substantial savings of \$10 to \$16 per hour to productions when compared to private entity rates. Production companies that film in Santa Clarita have already saved thousands of dollars in the first few months.

The FIP was approved by the City of Santa Clarita City Council to continue through June 30, 2011. If you are interested in more information on the FIP and how your production could benefit, please call the Film Office at (661) 284-1425.

California On Location Awards

On Sunday October 24, 2010, the California On Location Awards (COLAs) will take place at the Beverly Hilton. The COLAs are the premiere awards ceremony saluting location professionals, production companies and public employees for professional excellence while working on location in the State of California.

The 2010 COLA finalists have been selected and we are pleased to share two City of Santa Clarita employees were recognized for their outstanding work.

Toi Chisom, Parks & Recreation Superintendent, was nominated for her help with Disney XD's "Next X" which filmed for multiple days at the Santa Clarita Skate Park. Gus Pivetti, Senior Traffic Engineer, was nominated for his assistance with CBS's "CSI" and *Faster*, a feature starring Dwayne "The Rock" Johnson, which used city roads as simulated highways" allowing both productions to stay within the 30-mile zone.



Many location professionals and productions that regularly film on location in Santa Clarita were also chosen as finalists:

Transition Productions was nominated for "Production Company of the Year" in the TV Reality category for Disney XD's "Next X," which filmed at the Santa Clarita Skate Park. Chris Bonnem was nominated for "Location Professional of the Year" in the Features category for *Faster*, which filmed on Soledad Canyon Road for three nights and several other Santa Clarita Valley locations.

Photo credit: Disney XD/Rick Rowell

Location Spotlight

College of the Canyons (COC) is one of the most filmed locations in Santa Clarita and one of the industry's favorite L.A. area campuses. That's because the campus offers a diversity of looks available, a variety of athletic fields, and it can double for "Anywhere in America."

Earlier this year, the Dr. Dianne G. Van Hook University Center officially opened, adding more location to the already diverse location library. The University Center is situated on the southwest corner of the Valencia campus overlooking Interstate 5 with sweeping views of the Santa Clarita Valley. The 110,000-square-foot facility features modern architecture and interior design, classrooms, computer laboratories, meeting/seminar rooms, lecture hall/theater, large outdoor patio, wide hallways, and a beautiful catwalk.

Many production companies took advantage of the University Center while it was under construction and it's proving to be quite popular since it opened. Most recently, CBS's "NCIS" and Comcast (which filmed a commercial starring Shaq) were on location at the University Center.



For more information on filming at College of the Canyons, please contact Robin Williams at (661) 362-3240 or visit www.Canyons.edu/Filming/.

The University Center is also the location of the Santa Clarita WorkSource Center, which helps job seekers find work, including those previously employed in the entertainment industry. If you or someone you know has been laid-off or is unemployed and seeking work in a variety of industries, please contact the [Santa Clarita WorkSource Center](#) at (661) 799-9675.

Film Facts

September 2010 was a strong month for location filming in Santa Clarita with a **35 percent increase** in the number of film days and a **5 percent increase** in economic impact when compared to previous year. The City of Santa Clarita Film Office issued 25 permits in September 2010, **39 percent** more than the 18 distributed for the same time period last year.

There was a **total of 69 film days in the month**, compared to September 2009 when the City hosted 51 film days. Location filming for the month resulted in more than **\$1.5 million in economic benefit to Santa Clarita businesses**.