

**PRODUCTION INCENTIVES
NOW AVAILABLE IN CALIFORNIA!**

production expenses,” essentially below-the-line costs. Independent films (\$1 million to \$10 million budget) and television series previously filmed outside of California may be eligible for a 25 percent tax credit.

California Assemblyman Cameron Smyth, former City of Santa Clarita Mayor, has been actively involved in the fight to keep filming in California. On February 27, 2009, Assemblyman Smyth called a meeting with City of Santa Clarita officials and film industry leaders to discuss the new incentive program, review possible adjustments, and to hear from key constituents whether the credit will help bring feature filming back to California from other states offering incentives.

The new incentives created enormous “buzz” at the 2009 AFCE Location Trade Show in Santa Monica. Industry professionals lauded California and the state’s ability to better compete with other states offering incentives.

Applications will be available on June 1, 2009 and accepted on a first come, first served basis beginning on July 1, 2009. For more information on the incentive program, please visit the CFC’s website at Film.CA.gov.

**“NCIS” WINS CALIFORNIA
ON LOCATION AWARD**



Congratulations to Santa Clarita based “NCIS,” which took home a COLA for Production Company/Location Team of the Year (episodic television), tying with “24.” The show’s spinoff “NCIS: Los Angeles” begins filming soon.

The “NCIS” locations team and the SCV Film Office team pictured above at the 2008 COLAS.

**SANTA CLARITA
FILM FESTIVAL**

The Fourth Annual Santa Clarita Valley Film Festival returned to the Los Angeles area with an exciting line up of independent films from local, regional, national, and international talents appropriate for audiences of all ages. The weekend’s events took place at the intimate Repertory East Play House in Old Town Newhall.

The Festival featured small showings throughout the 4-day event, getting the audiences up close and personal with filmmakers through open question and answer sessions at the end of each viewing block. Festival organizers enjoyed one of the most successful events to date and anticipate a similarly-styled event in 2010.

In the meantime, the SCV Film Festival founders, Ramon and Jennifer, are developing Generation Arts, offering a variety of arts programming to children and adults in the L.A. area.

To catch the award winning films, visit SCVFilmFestival.com.

**SCV Film Festival Award
Recipients**

Best Junior High Film - *Fruit At Play*
(Arroyo Seco Jr. High)

Best High School Film - *Hand the Ball*
(Cleveland High)

Best College Film - *Sebastian's Voodoo*
(USC) - Silver Medal Winner
A.M.P.A.S. 36th Annual Student
Academy Awards

Best Script 2 Screen Student Film -
All the Small Things

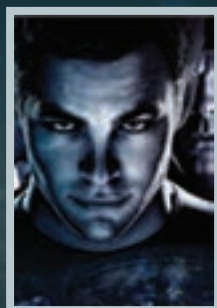
Best COC Junior High Summer Institute
Film - *The Seeker*

Best Film Shot on Film – *Collector*
Best of the Festival – *Struck*

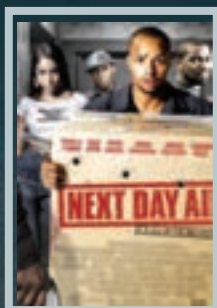


STARRING SANTA CLARITA

IF YOU'RE HEADING TO THE MOVIES, LOOKING TO RENT THE LATEST BLOCKBUSTER, OR WATCHING THE TUBE, BE SURE TO CATCH THE FOLLOWING TITLES, ALL OF WHICH FILMED ON LOCATION IN SANTA CLARITA.



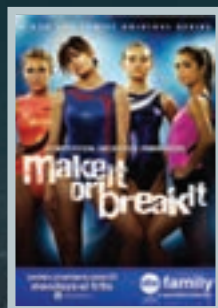
STAR TREK
May 8, 2009



NEXT DAY AIR
May 8, 2009



EXTRACT
September 4, 2009



**MAKE IT OR
BREAK IT**
ABC Family
June 22, 2009



**10 THINGS I
HATE ABOUT
YOU**
ABC Family
July 7, 2009

**WHEN IN
ROME**
August 7, 2009

**ALL ABOUT
STEVE**
September 4, 2009

**THE
STEPFATHER**
October 16, 2009

RELEASE DATES ARE TENTATIVE AND SUBJECT TO CHANGE.

6



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CITY OF SANTA CLARITA OFFERS FILM INCENTIVES!

The Santa Clarita Valley Film Office is pleased to announce the City of Santa Clarita City Council unanimously approved a Film Incentive Program as part of an Economic Development 21-Point Business Plan for Progress.

In coordination with the launch of the State of California’s film incentives, Santa Clarita’s Film Incentive Program (FIP) is aimed at retaining and increasing feature and television production in the City of Santa Clarita by subsidizing permit fees, and directs staff to explore opportunities to reduce costs of safety personnel, including fire and sheriff.

Effective July 1, 2009, the FIP consists of the following three key components:

ONE

- City subsidizes virtually all film permit fees, including road and public/city property use
- Aimed at feature and television productions
- Production office must be located/based in the Santa Clarita Valley
- 65% principal photography must take place in the Santa Clarita Valley
- Production must hire 15% local crew

TWO

- City refunds/subsidizes basic permit fee
- Aimed at feature, television, commercial, and music video production companies
- Must pull a minimum of six permits per fiscal year in Santa Clarita or production must base at sound stage/movie ranch within the Santa Clarita Valley
- Production office must be located in California

THREE

- City refunds 5% Transit Occupancy Tax (TOT), currently 10%
- Aimed at various production companies and Santa Clarita Valley studio/ranch facilities
- Must book a minimum of five (5) room nights within a month at City hotel
- Production office must be located in California or sound stage/movie ranch facility must be located in the Santa Clarita Valley

“We are very excited to be the first City in the Los Angeles region to approve and implement film incentives,” said City of Santa Clarita Mayor Frank Ferry. “The entertainment industry and location filming generated \$19.5 million in economic benefit to our local economy in 2008 and with the economic challenges facing the state and many of its cities, the benefits from filming are more important than ever. We are proud to be one of Southern California’s most filmed and film-friendly cities and remain committed to helping the entertainment industry thrive here.”

For more information on the City of Santa Clarita’s Film Incentive Program, please contact the Santa Clarita Valley Film Office at (661) 284-1425 or visit FilmSantaClarita.com.



**PRODUCTION INCENTIVES NOW
AVAILABLE IN CALIFORNIA!**

On February 20, 2009, Governor Arnold Schwarzenegger signed legislation creating tax credits for film and television productions as part of an economic stimulus provision in the state budget. Set to take effect in taxable year 2011, this five-year program will provide up to \$100 million per year in tax incentives for qualifying film and television productions. The incentives program will be regulated through the California Film Commission (CFC).

Feature films (\$1 million to \$75 million budget), movies of the week or miniseries (\$500,000 minimum budget) and new television series licensed for original distribution on basic cable (\$1 million minimum budget) may be eligible for a 20 percent tax credit on “qualifying

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COLLEGE OF THE CANYONS – ONE OF SANTA CLARITA’S MOST FILMED LOCATIONS

When a script or photo shoot calls for a school campus, sports field, high-tech building or a large parking lot – within the 30-mile zone, most Los Angeles area location managers head to College of the Canyons (COC).

Opened nearly 40 years ago, COC has transformed from a small community college serving several hundred students to one of the nation’s fastest growing community colleges and one of Hollywood’s favorite film locations. Averaging 53 film days a year, COC’s Valencia campus is one of Santa Clarita’s most sought after locations.

What makes COC one of the industry’s favorite L.A. campuses is its diversity and flexibility. “Our popularity is due to the diversity of looks available on campus, the various athletic fields, and the college can double for ‘Anywhere in America,’” said Robin Williams, assistant director civic center, who oversees filming on campus. “The College is also pro-filming thanks to the leadership of Chancellor Dr. Dianne Van Hook, who supports the film industry. She understands the positive economic impact film has on Santa Clarita.”

COC OFFERS THAT “ANYWHERE IN AMERICA” LOOK

Several feature films have taken advantage of COC’s “Anywhere in America” look, including *The Girl Next Door*, *Coach Carter*, *Fat Albert*, *Bickford Shmeckler’s Cool Ideas*, *Not Easily Broken*, and the yet to be released *Warrior*, a coming of age tale told through lacrosse.

When *Warrior* screenwriter and executive producer Marty Dugard was asked why he chose to film at COC on the west coast when the bulk of the film takes place in the east, he noted, “If you look at College of the Canyons, and you’ve seen it in so many movies probably, the field is surrounded by pine trees. It doesn’t have a west coast look to it. It looks like it could be anywhere...”

Besides being home to Cougar Stadium, featuring an expansive football/soccer field with Field Turf, COC’s 153-acre Valencia campus also offers softball and baseball diamonds, tennis courts, gymnasiums, an indoor swimming pool and more. The campus also features an array of looks and locations including a 926-seat Performing Arts Center, science and computer laboratories, lecture halls, a music and dance center, library, nursing center, newly renovated cafeteria, and multiple large parking lots to accommodate production vehicles.

Feature films aren’t the only productions taking advantage of COC. Santa Clarita’s locally based television shows “NCIS,” “The Unit,” and “Big Love” regularly use the campus for filming and base camp locations, in addition to many popular television shows including “Monk,” “CSI,” “House,” “Weeds,” and “Heroes.” COC has also been featured as the backdrop for commercials by national advertisers such as Coke, Target, Aflac, Nike, and Ford.



THE HONOR GROVE AT COLLEGE OF THE CANYONS OFFERS THAT ‘ANYWHERE IN AMERICA’ LOOK.

COC EXPANSION AND GROWTH

In addition to hosting filming, COC is busy preparing some students to work “behind the scenes” in the entertainment industry. Academic and occupational offerings have vastly expanded over the years and the college now offers associate in arts and science degrees in 61 academic programs including Animation, Cinema, Music, Photography, Radio-Television-Film, and Theater.

The University Center on the Valencia campus, scheduled to open later this year, will feature several institutions of higher learning offering upper-division and graduate level courses under one roof in a state-of-the-art location, providing students an opportunity to earn a bachelor’s degree. While the permanent center hasn’t opened yet, the construction zone provided the perfect backdrop for several productions and the new, modern building, featuring spectacular views, is sure to be used by future productions.

To further meet the needs of Santa Clarita’s growing community, COC opened a Canyon Country campus in August 2007, featuring modular facilities, construction zones, an abandoned house, and parking areas. The new campus has hosted a few productions and offers location managers a variety of settings and base camp locations on the east side of Santa Clarita.

“The expansion and growth happening on our campuses is great for filming” said Williams. “We’re able to offer many different interior and exterior looks ranging from construction zones to 70’s era to high-tech modern.”

COC will continue to see growth over the next decade thanks to the revenue created by filming and the support of Santa Clarita voters who passed Measure M, a \$160 million general-obligation bond to pay for the next big wave of expansion and modernization. All of these changes will ensure that College of the Canyons remains a premiere educational institution and a versatile film location for years to come.



RICK LOPEZ AND ROBIN WILLIAMS, WHO OVERSEE FILMING ON CAMPUS, ENSURE THE CAMERAS KEEP ROLLING AT COLLEGE OF THE CANYONS

FROM THE FILM OFFICE

Greetings! Summer is here and we can’t help but reflect on how lucky we are to be in such a beautiful city and state. We also can’t help but feel extremely fortunate the film and television industry continues to prosper in Santa Clarita, despite challenging economic times.

The Santa Clarita Valley Film Office continues to work with great productions, accommodating residents, and supportive local businesses leaders who have helped the area achieve success over the years as a great film community. To show just a bit of our appreciation, we recently ran a “Thank you for making Santa Clarita where Hollywood films” PR campaign, which included bus transit shelter posters and Edwards theater ads airing prior to movie showings. If you didn’t catch the campaign – thank you for your support of Santa Clarita as a film community.

We have also been fortunate to have our success recognized. The City’s film and tourism programs were awarded a prestigious Helen Putnam Award of Excellence from the League of California Cities, while the Los Angeles County Economic Development Corporation named Santa Clarita the *most business friendly* city in all of Los Angeles County.

Part of the Film Office’s success can be attributed to our locally based television shows, such as “Big Love” and “NCIS,” which keep Santa Clarita busy with filming year-round and contribute to our economy by supporting local businesses. Several new shows have decided to base in Santa Clarita and we welcome them to our community. The Discovery Channel’s “Doing Da Vinci” and a new Spike TV show “Players” are based at Mann Biomedical Park, ABC Family’s “Make It or Break It” and “10 Things I Hate About You” are based at Santa Clarita Studios, and ABC’s “Wipeout” is based just outside City limits at Sable Ranch.

Our success can also be attributed to the local brick-and-mortar businesses. During a recent *Teen Vogue* photo shoot with Miley Cyrus, the crew discovered the location was covered in clay mud from a recent storm and they wouldn’t be able to access it. The location manager whipped out her handy Santa Clarita Valley film guide, made a call, and within minutes Damon Welch with Accelerated Rentals & Location Services was on site delivering gators so world famous photographer Patrick Demarchelier could get his shot. Now that’s great customer service!

Again, a big thanks to all who make the Santa Clarita Valley such a great place to live, work, play...and film! We look forward to working with you this season and wish you all the success that we have been fortunate enough to achieve. As always, if we can be on any assistance, know we are here to help.

Sincerely,
Jessica, Amy, Kelli & Jennifer
Santa Clarita Valley Film Office



MILEY CYRUS AND PHOTOGRAPHER PATRICK DEMARCHELIER CHECKING OUT THE SHOTS FROM A STILL PHOTO SHOOT FOR THE MAY COVER OF TEEN VOGUE AT THE CITY’S OPEN SPACE PARK ON PLACERITA CANYON.

LOOKING FOR WAYS TO REDUCE YOUR BUSINESSES’ CALIFORNIA STATE INCOME TAX?



The Santa Clarita Enterprise Zone is a **state tax-incentive program** covering more than 97% of all commercial and industrial zoned property in the City of Santa Clarita. All businesses, including **production and entertainment-related companies**, located in the Santa Clarita Enterprise

Zone may be eligible for one or more of the following **tax savings benefits**:

- Hiring Tax Credits
- Sales or Use Tax Credits
- Business Expense Deduction
- Net Operating Loss Carry Over
- Net Interest Deduction

To learn how your business can take advantage of the tax savings available through the Santa Clarita Enterprise Zone, visit SCEnterpriseZone.com or call (661) 255-4347.

FY 08-09 FILM OFFICE RECAP

STATISTICS FROM THE FILM OFFICE FY 2007-08 COMPARED TO FY 2008-09 (FY RUNS JULY-JUNE)		
	2007-08	2008-09
NUMBER OF FILM DAYS	821	850
NUMBER OF FILM PERMITS ISSUED	335	337
ECONOMIC IMPACT-LOCATION FILMING	\$18.9 MILLION	\$21 MILLION

STATE OF THE FILM OFFICE

The Santa Clarita Valley Film Office had another successful fiscal year, despite the writer’s strike, the threat of a SAG strike, and the slowing economy. While many feature films left California to film in other states and countries boasting incentives, television and commercial productions continued to film on location in Santa Clarita.

NEW LOCATION ALERT!



Rancho Deluxe – 200-acre ranch property featuring a gorgeous Italian villa with incredible mountain views, authentic western town, large pond with dock, waterfalls, camping areas with teepees, open spaces, plenty of parking and much more.

Racer’s Edge – 90,000 square-foot indoor, high-speed electric go-kart facility featuring two race tracks, one with a high-energy motorsports theme and one with a frontier-land theme, multiple party rooms, and a Wi-Fi area. Modern/up-scale industrial tilt-up with beautiful exterior. Available for filming and wrap parties.

For more information on any of these locations, please visit FilmSantaClarita.com.

GOOGLE MAPS “STREET VIEW” NOW AVAILABLE FOR SANTA CLARITA

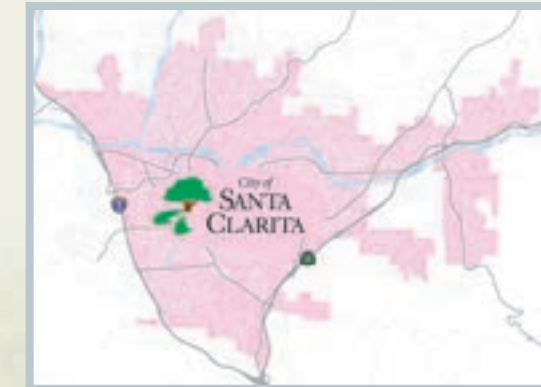
EXPLORE THE CITY OF SANTA CLARITA AT STREET LEVEL—VIRTUALLY!



Google has its eye on Santa Clarita – literally! Explore the Santa Clarita Valley and search locations using “Street View” on

Google Maps and Google Earth.

Street View is simply 360 degree photographs from streets in and around Santa Clarita. Location managers can literally “drive” through Santa Clarita using Street View without ever getting in a car. The 360 degree image provides a view of what the street looks like as if you were standing on it. It is so easy to “look around.” Just click the right/left arrows and pan 360 degrees around the specific spot on the road. What’s more, there is a “drive” feature, allowing you to look up and down the street.



LOOK AT WHAT INDUSTRY PROFESSIONALS HAVE TO SAY ABOUT FILMING IN SANTA CLARITA

“We felt that overall we could put a better show together in Santa Clarita than anywhere else.”
Bob Lemchen, Senior VP, Physical Production, **Fox Television Studios**

“Best place to film in Los Angeles area. All information given ahead of time – no surprises!”
Jason Savage, Location Manager, **“Heroes”**

“The production value was superb.”
Paul Brinkman, Jr., Location Manager, **“90210”**

“...in addition to being an ideal location, Santa Clarita offered us convenience with its complete network of quality film business.”

Mark V. Olsen, Creator/Executive Producer, **“Big Love”**
“Fantastic! No worries. Loved the local cooperation.”
Laura L. Brown, Key Assistant Locations, **“The Cleaner”**

“...there’s a lot of support in the area and so many locations; we’ve got all the benefits of Hollywood [in Santa Clarita.]”
Keiren Fisher, Senior Director of Production, **Nickelodeon**

“Being here is just one step short of Nirvana.”
Mac Gordon, Location Manager, **“The Unit”**