



City of SANTA CLARITA

FOR IMMEDIATE RELEASE

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CITY OF SANTA CLARITA FIRST IN LOS ANGELES AREA TO APPROVE FILM INCENTIVES

The City of Santa Clarita announced today the City Council unanimously approved a Film Incentive Program (FIP) as part of a 21-Point Economic Development Business Plan for Progress at their regular meeting last night.

The FIP is aimed at retaining and increasing production in the City of Santa Clarita by subsidizing permit fees and location fees for city-owned properties for productions based in the City of Santa Clarita. The FIP also directs staff to explore opportunities to reduce costs of safety personnel, including fire and sheriff.

Set to take effect July 1, 2009, the FIP consists of three components. Part One virtually eliminates all permit fees, including road and property use, for feature and television productions based in the City of Santa Clarita that film on location a majority of the time in the City and hire local crew. **Part Two** eliminates basic permit fees for feature, television, commercial, and music video production companies that film more than six times a year in Santa Clarita. **Part Three** provides a partial refund of the Transit Occupancy Tax (TOT) paid to City hotels for production companies responsible for monthly room blocks.

“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 contributed millions benefit to local economy and businesses each year, while providing valuable jobs for our residents. 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 now in the future.”

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The City of Santa Clarita continues to aggressively market the area as an ideal place to film in the “30-mile Zone” and credits its success as a prime film destination to the community’s film-friendly neighborhoods and businesses, variety of locations, affordable permit and location fees, close proximity to Los Angeles, and access to talented industry professionals.

The City of Santa Clarita is currently home to several network and cable television shows, including HBO’s “Big Love,” CBS’s “NCIS” and “The Unit,” ABC Family’s “Make it or Break It” and “10 Things I Hate About You,” and Discovery Channel’s “Doing Da Vinci.” In addition to these shows based in the City, several other television shows, like “24,” “Heroes,” “House,” “Wipeout,” and “My Name is Earl,” regularly film on location in Santa Clarita.

The City of Santa Clarita’s Film Office was created to help attract and retain the filming industry including both location filming and film-related businesses. The office currently issues permits for all location filming within the city ensuring that there is a minimal impact on residents and businesses, promotes the City as an ideal place for the film industry to do businesses, and promotes the Santa Clarita Valley as a great place for location filming.

The film industry is a major economic engine of the Santa Clarita economy, providing increased revenue for City programs through sales tax revenue, and jobs for residents.

For more information about the Film Incentive Program or the recently approved 21-Point Plan for Progress, please contact Economic Development Manager Jason Crawford at (661) 255-4347.

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