



City of
SANTA CLARITA

FOR IMMEDIATE RELEASE

November 14, 2008

**Contact: Gail Ortiz
(661) 255-4314**

OCTOBER 2008 IS STRONG MONTH FOR FILMING IN SANTA CLARITA

*City of Santa Clarita Film Office Sees Increases in Film Permits,
Film Days, and Economic Impact for the Month*

The City of Santa Clarita Film Office announced today ***October 2008 was the most successful October to date***, with the office issuing more permits and overseeing more film days for the month than any other October on record since the office's inception in 2002.

The City of Santa Clarita Film Office **issued 42 permits in October 2008**, a 16 percent increase when compared to October 2007 when the office issued 36 permits. The City of Santa Clarita **reported a total of 112 film days in the month**, a 15 percent increase when compared to October 2007 when the City hosted 97 film days. Location filming for the month resulted in more than \$2.8 million in economic benefit to Santa Clarita businesses.

"The City of Santa Clarita is not immune to the economic challenges facing the state and the nation. But one of the bright spots for the City right now is that location filming is on the rise, which means our locally based film companies are doing business, keeping our residents working, and contributing to our local economy," said City of Santa Clarita Mayor Bob Kellar.

The City of Santa Clarita continues to aggressively market the City as an ideal place to film in the 30-mile zone and credits its success as a prime film destination to the City'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 television shows, including HBO's "Big Love," CBS's "NCIS" and "The Unit," and NBC's Knight Rider." In addition to these shows based in the City, several other television shows, like "11th Hour," "Heroes," "House," and "Bones," regularly film on location in Santa Clarita.

-MORE-

OCTOBER FILMING
PAGE 2

These shows, in addition to commercial and feature film production, have contributed an estimated **\$8.4 million in economic impact** to the Santa Clarita economy in the first four months of Fiscal Year 2008-2009, which runs from July through June.

To help market Santa Clarita to the entertainment industry, the City's Film Office has increased its visibility, promoting Santa Clarita as an ideal place in which to work via newsletters, an annual film guide and online at FilmSantaClarita.com, in addition to regular outreach to the entertainment industry through film specific tradeshow, trade and regional media, and special events.

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 Office, please contact City of Santa Clarita Economic Development Associate Jessica Freude at (661) 286-4103.

###