

Now Showing

Hollywood is poised for another strong holiday season at the box office. The following are a few of our top picks for the coming months and beyond, all of which filmed here in the Santa Clarita Valley. Keep an eye out for familiar streets, houses and businesses, because if you live here in Santa Clarita, chances are the big screen backdrops will look very familiar.



Joey
Location - Santa Clarita SkatePark

CURRENTLY IN THEATERS

Serenity - September 30, 2005
Domino - October 14, 2005
Hatchet - October 31, 2005
Jarhead - November 4, 2005

COMING SOON:

Chums - 2005
Yours, Mine & Ours - November 23, 2005
Fun with Dick & Jane - December 21, 2005

MOVIES TO WATCH FOR:

Hunter's Moon - 2006
Little Miss Sunshine - 2006
Stick It - 2006
Mr. Woodcock - 2006
Cutting Edge II - February 7, 2006
Tenacious D: The Pick of Destiny - March 2006
The Shaggy Dog - March 10, 2006
Adventures of Johnny Tao - April 4, 2006
X-Men III - May 26, 2006
Pirates of the Caribbean: Dead Man's Chest - July 7, 2006
Pirates of the Caribbean III - 2007

Release dates are tentative and are subject to change.

SANTA CLARITA California

Film Santa Clarita

FALL 2005

"FUN WITH DICK & JANE" IN SANTA CLARITA

When Columbia Pictures sought out locations for their remake of the 1977 comedy "Fun with Dick and Jane," they found what they were looking for in Santa Clarita. Being in the 30-mile zone, Santa Clarita provided the ideal backdrop for several of the film's key scenes, giving production access to locations that couldn't be found in Los Angeles proper, while still being close enough to keep the crew happy that they could sleep in their own beds at night.

For seven days more than 160 cast and crew worked in the Santa Clarita Valley, utilizing the community's abundant resources, from restaurants and hotels to equipment rental and support services. "Fun with Dick and Jane" was one of more than 45 feature films shot in Santa Clarita in 2005, making the valley one of the Southlands most in-demand feature film locations. Other films that shot in Santa Clarita this year include "Dukes of Hazzard," "War of the Worlds," "X-Men III" and "Pirates of the Caribbean II and III," contributing hundreds of thousands of dollars to our local economy through tax revenue and wages.

In what is predicted to be one of the holiday season's biggest family



comedies, Jim Carrey and Téa Leoni play modern day versions of "Dick" (George Segal) and "Jane" (Jane Fonda), living the American dream until an Enron-like scandal at Dick's company leaves him unemployed and desperate to keep from losing everything. Dick and Jane become the most unlikely of criminals in their American suburb and quickly learn that stealing is never as easy as it looks.

Movie trailers for the film are now playing in theaters nationwide and include one of the scenes shot here on Soledad Canyon.

Filmed at a vacated bank near Soledad Canyon and Sierra Highway, Dick and Jane attempt a late-night ATM heist, then realize they may need to travel outside their suburb to get away with any cash, because it turns out they were trying to rob a friend. What makes the scene a bit more amusing is that it's not such a far-fetched scenario here in Santa Clarita - running into friends while attempting to be incognito that is.

"Fun with Dick and Jane" debuts in theaters on December 21.



- 20+ STAGES AND
10+ MOVIE RANCHES

- CURRENTLY HOME
TO FIVE NETWORK
TELEVISION SHOWS

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WWW.FILMSANTACLARITA.COM



Gil Dennis, Lou Florimonte, and Jason Crawford at IFF Awards*
Photo credit Margie Anne Clark

THE 2006-07 FILM GUIDE

We plan to have the new Film Guide printed and ready for distribution in December. It will be bigger and better than ever. As you know, each year the Santa Clarita Valley Film Office publishes the Film Guide to market and attract filming to the Santa Clarita Valley. The Film Guide is a film industry-specific phone book that is used as a resource for film productions to increase their use of local Santa Clarita vendors.

Many of you have already submitted your advertisements and updated listings for the 2006-07 Santa Clarita Valley Film Guide and we thank you! The edition promises to be one you won't want to be without. If you are interested in being included and have not yet responded, please contact us at 661-284-1425 as soon as possible.

There will be a celebration event in mid-December for the unveiling of the new guide.



2004-05 Film Guide

Five productions companies that chose the Santa Clarita Valley as the setting for their feature films, commercials and television programs were recognized at the 2005 California On-Location Awards (COLAs) on Sunday, October 23, 2005 at the Los Angeles Marriott Downtown. The COLAs, which have been referred to as the Oscars of the location business, acknowledge the efforts and professionalism of locations departments - for their scouting talents, ability to identify and manage locations, and for serving as the liaison to the local community while filming. The Santa Clarita Film Office would like to recognize the following production companies and individuals who were finalists at this year's awards:

Production Company of the Year, Features - "Herbie: Fully Loaded"
"Herbie: Fully Loaded" stars Lindsay Lohan and was filmed in part in the Agua Dulce area of the Santa Clarita Valley

Production Company of the Year, Television - "Deadwood"
"Deadwood" airs on HBO and is based at Melody Ranch Studios

Production Company of the Year, Television - "24"
"24" stars Kiefer Sutherland and frequently films in the Santa Clarita Valley

Location Manager of the Year, Television - Paul Wilson, "CSI"
"CSI," the number one drama on television, airs on CBS and frequently shoots on location in and around the Santa Clarita Valley

Production Company of the Year, Commercials - MJZ
MJZ produced an Anti-smoking Pubic Service Announcement in Santa Clarita

MESSAGE FROM THE FILM OFFICE

It's been an incredibly busy year for the Santa Clarita Valley Film Office and I hope that you have remained highly in demand as well. In September 2005 we welcomed a new film analyst to our team, Jessica Freude. A native of Southern California and long-time resident of the Santa Clarita Valley, Jessica will be assisting with everything from film production to marketing of the Film Office.

Recently I had the pleasure of attending the International Family Film Festival awards at the Hyatt Valencia. Each year the City partners with the Festival to present the Santa Clarita Film Excellence Award. This year the recipient was Lou Florimonte, who has headed the Film Directing program at CalArts for many years and who also was a mentor and teacher of mine. Presenting the award with me was a close friend of Lou's, Gil Dennis, who is the Master Filmmaker in Residence at AFI. If you were able to attend, you know what a wonderful evening it was and if you missed this year's festivities, I look forward to seeing you next year.

I am also pleased to share that in the coming months we will be working to redesign and

restructure the Film Office web site, www.film-santaclarita.com, to include fresh graphic elements, a streamlined search engine, as well as new pages and features. I will keep you updated with news of the redesign completion, which is scheduled for early 2006.

As you may know, television production makes up the biggest segment of filming in Santa Clarita. This past year we said goodbye to two shows that had long called Santa Clarita home. "JAG" ended its 10 year run and "CSI" moved to a new studio outside of Santa Clarita, although the show continues to film on-location regularly in Santa Clarita. Fortunately several new shows have moved to Santa Clarita, keeping our studios filled. We are extremely pleased to be the current home of HBO's "Deadwood" and "Big Love" as well as "The Unit," "Windfall" and "NCIS."

I hope you enjoy this edition of the Film Santa Clarita Newsletter. And on behalf of the Santa Clarita Valley Film Office, I wish you and your family an enjoyable and restful holiday season.

Sincerely,
Jason Crawford, Film Administrator

CALIFORNIA ON- LOCATION AWARDS



"Yours, Mine & Ours"
Starring Rene Russo, Dennis Quaid
Location - Newhall Park

"Age of Innocence"
Student Film
Location - City Council Chambers

"Joey"
Professional/Student Collaboration
Location - Santa Clarita SkatePark

"MTV Commercial"
Turned into Las Vegas Hotel/Casino Pool
Location - Newhall Pool

"CSI"
Explosions in Season 6 Premiere
Location - Soledad Trailer Lodge

"Cadillac Commercial"
Location - Industrial Center

"24"
Location - Soledad Mining Property

THE IMPORTANCE OF KEEPING FILM PRODUCTION IN CALIFORNIA

As a member of the entertainment industry network, you understand the important role film production plays in the success of Southern California's economy. In fact, recent research of the Santa Clarita Valley shows that entertainment is among the top four businesses in our community. However, over the last five years, many other cities, states and countries have taken notice of the economic benefits of film production, and in an effort to attract the industry's business, have initiated tax incentive programs for companies that chose to film in the area, in addition to launching relocation and outreach programs to entice industry-experienced non-residents.

This trend of film production moving outside California is something the California Film Commission (CFC) has been closely monitoring. In August, results of a study by the Los Angeles Economic Development Corporation (LAEDC), commissioned by the CFC, provided real numbers and hard facts reflecting the true cost of productions moving outside the state. The study includes four sections, including an examination of the state of the entertainment industry that looks at strengths, opportunities, weaknesses and provides an industry outlook; the total jobs, wages, economic output and state revenues generated by seven types of productions; a review of production company's locations decisions; and finally, the challenges posed by runaway production.

The following are a sampling of the statistics included within the study that should be of particular interest to entertainment professionals who work in and around the Santa Clarita Valley:

- The Motion Picture Association of America, Inc. estimates that motion picture production spending on payroll and purchases from vendors in 2002 was \$56.6 billion nationally, of which \$34.3 billion was in California, and \$664 million specifically in the Santa Clarita Valley.
- For each large budget filmed produced outside of California, the state loses more than \$200 million - as the economic impact of any film shot in California is nearly three times its budget.
- The proportion of US productions shot solely in California dropped from 31 percent to 25.5 percent in 2003.

- In terms of US payroll earnings in the film industry, 81.1 percent is earned in California.

The LAEDC also noted two trends based on monitoring of weekly production data from *The Hollywood Reporter*. The first trend cited that when major studios chose to shoot outside of California, they opted to go off-shore, versus elsewhere in the United States. Specifically, 45 percent of all major studio films were shot in other countries in 2004, some of which was driven by storyline, but a majority of which was directed by financial benefits. It was also noted that independent producers are selecting locations outside of California, as 48 percent of all independent films were shot outside the state in 2004.

While the study does not point to a clear solution aimed at stopping film production from leaving California, it does offer a positive outlook for one of the state's leading industries. The study cites that the falling foreign exchange value of the dollar, the state's unparalleled educational institutions offerings industry-specific programming, peace within labor unions for at least the next three years and a strong demand for new content in non-traditional markets will help to ensure that California remains one of the top locations for filming.

What is clear is that cost will continue to be one of the largest factors in production decisions. But the real question is - Can California continue to effectively market itself as the best location for production, based on talented entertainment professionals, distinctive locations, film-friendly communities and a higher quality of life for those involved in production.

We are certainly doing our best here in the City of Santa Clarita.

All facts, figures and statistical information included in the above piece were sourced from the LAEDC's August 2005 report titled *What is the Cost of Run-Away Production? Jobs, Wages, Economic Output and State Tax Revenue at Risk When Motion Picture Productions Leave California*. For a full report, please visit http://www.film.ca.gov/ttca/pdfs/link_overview/cfc/California_Film_Commission_Study.pdf

FILM PERMIT INCREASE IN FIRST QUARTER 2005

The Santa Clarita Valley remains one of the most sought-after film locations in Southern California, and we are happy to report that there have been more than 1,200 days of location filming thus far in 2005.

The Santa Clarita Film Office has experienced a 23 percent increase in the number of film permits issued in the first quarter of the 2005-06 fiscal year, when compared with the same period in 2004-05. Eighty permits were issued from July through September 2005, while 65 permits were issued during this same time frame in 2004.

If you are looking to film in Santa Clarita and have any questions about the permitting process, please do not hesitate to contact us at (661) 284-1425 or visit www.filmsantaclarita.com, we are happy to help.