

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisor Jeff Stone
Supervisor John J. Benoit

SUBMITTAL DATE:
November 30, 2012

SUBJECT: Revision of County Ordinance 634 & 634.1 and Establishment of Blue Ribbon Committee


RECOMMENDED MOTION: That the Board of Supervisors directs:

1. The County Executive Officer to review and revise County Ordinance Number 634 and 634.1, the regulation of commercial filming within the unincorporated areas of the county;
2. That the County Executive Officer assign members of his county team to include County Counsel, Assistant County Executive Officer-EDA, Managing Director-EDA, Commissioner-Office of Foreign Trade-EDA, and other members of his county team as he deems appropriate to accomplish this task;
3. That members of the television and film industry advise the Board of Supervisors and staff on the creation of a model film and television ordinance and provide input in this process, subject to the Brown Act;
4. That the model ordinance and revisions eliminate fees and processes that discourage television and filming in the County of Riverside and provide special incentives to attract production; and
5. Authorize county team members and members of the Board of Supervisors to advocate for state and federal tax policies and incentives to retain film and television industry jobs in our state and nation, as recommended by the film and television industry.

BACKGROUND: (Commences on Page 2)



John J. Benoit, County Supervisor
Representing 4th District



Jeff Stone, County Supervisor
Representing 3rd District

Supervisor John J. Benoit

Supervisor Jeff Stone

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BACKGROUND: At the invitation of the Toronto Film Festival and Canada California Business Council and at the request of the County Office of Foreign Trade we attended the 2012 Toronto Film Festival. The purpose of this fact finding mission was to meet with film commissioners, film industry leaders including producers, legal counsel, industry financial advisors, and elected officials to determine how best to proceed to bring jobs back to our county that have left our country for filming and television-friendly countries.

The City of Toronto has created an environment that attracted \$957.82 million in major film productions in 2011, \$96.68 million in television commercials, \$1.15 million in music video, \$72.0 million in animation, for a grand total of total of \$1.13 billion in on-location film spending in 2011. That figure represented a 25 percent increase over 2010. Alarmingly U.S.-based television and film production companies have spent over \$2.2 billion in Toronto since 2005.

The City of Toronto also issued 28,729 film permits from 2005 to 2011, with film permits issuance increasing 20 percent in 2011 alone. From 2004 to 2011 Toronto issued 50,210 film permits to television and motion picture companies. This is a snapshot of just one international city taking significant numbers of jobs and investment away from our state, cities, and counties. Toronto should be congratulated for its success in attracting billions in investment and jobs by creating a television and film friendly environment and culture.

California has failed in creating significant incentives, its filming tax credits are absorbed by large production companies, and waiting lists exist for tax credits. Local governments, including the County of Riverside, must work cooperatively to create local incentives for the television and film industry and eliminate fees for permitting and offer other incentives. Stakeholders include our Convention and Visitor Bureaus, Western Riverside Council of Governments, Coachella Valley Association of Governments, Coachella Valley Economic Partnership, economic development organizations, our regional film commission and staff, county, and our 28 cities.

The 2012 Creative California Desert Economic Study by Wheelers Market Intelligence and Arts Oasis offers 11 recommendations that may be incorporated, as appropriate, in a revised ordinance for television, film, and creative arts. The report finds that we have 8,756 direct jobs from film, television, and creative workforce from 471 firms in the eastern region of the county. No such data exists for the remaining portions of the county at this time.

Our Inland Empire Film Commission staff continues to do outstanding work with our film and television industry on our behalf. Proposed revisions to this ordinance should help increase film permitting and bring additional jobs and investment to our county. It is estimated that a single 5-day television episode creates 165 jobs and brings an estimated \$2 million in revenue to a community.