



CENTRAL OREGON
FILM OFFICE



BEND: THE PERFECT SCENE FOR THE **FILM INDUSTRY**



OUR MISSION

PROMOTE. PRODUCE. PARTNER.

To **Develop and Promote Bend** and Central Oregon as a hub for Film And Television Production for purposes of furthering awareness, driving business and **Economic Development**, expanding education and **supporting Tourism** throughout the area.

TEAM MEMBERS



SANDY HENDERSON
PRESIDENT



PATRIC DOUGLAS
PRESIDENT OF PRODUCTION



LUKE TIPPLE
DIR. FIELD OPS & MULTI-MEDIA



BOARD MEMBERS

TAMMY BANEY, DESCHUTES COUNTY COMMISSIONER

ALANA HUGHSON, EXECUTIVE DIRECTOR, CENTRAL OREGON VISITORS ASSOCIATION

JOHN MCLEOD, CHIEF FINANCIAL OFFICER, MT. BACHELOR SKI & SUMMER RESORT

SUPPORTING ORGANIZATIONS

TIM WILLIAMS, EXECUTIVE DIRECTOR OF OREGON FILM

MARNEY SMITH, LES SCHWAB AMPHITHEATER

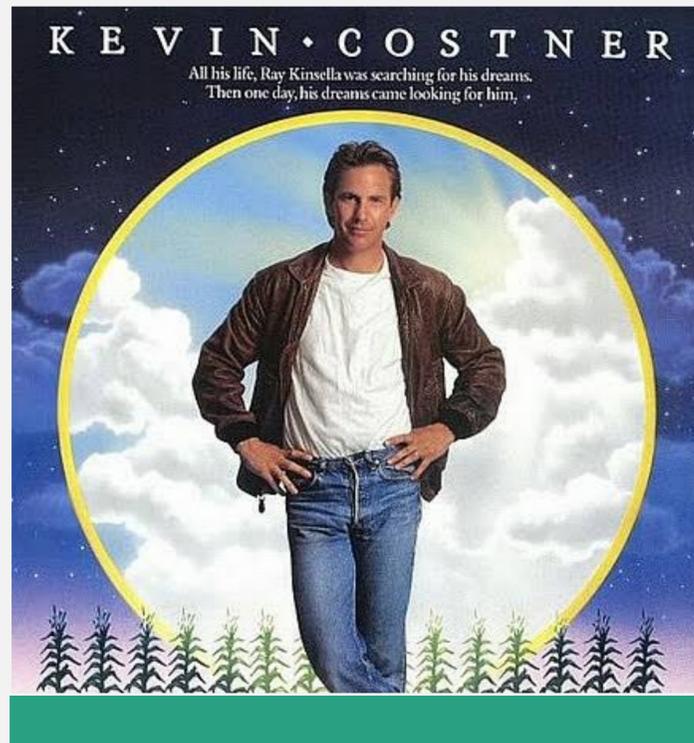
BEN PERLE, OXFORD HOTEL

THE CITIES OF BEND, SISTERS, REDMOND, PRINEVILLE AND DESCHUTES COUNTY

CENTRAL OREGON VISITORS ASSOCIATION [COVA] , TETHEROW

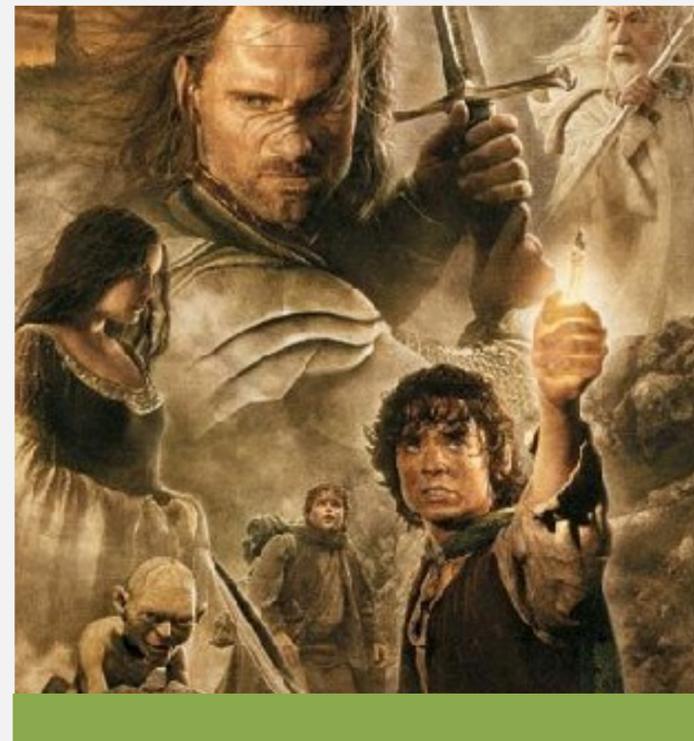
FILM PRODUCTION IS **BIG BUSINESS**

Film production is a lucrative, yet complex business. It's an industry that is built on regional support, site access, and value. As industry professionals, we know the advertising agencies, production companies and studios who are in search of the natural beauty offered by Central Oregon. Our job is to **bring these productions to Bend**, creating a lasting production and **economic driver** for the region. The time for a Central Oregon Film Office is **now**.



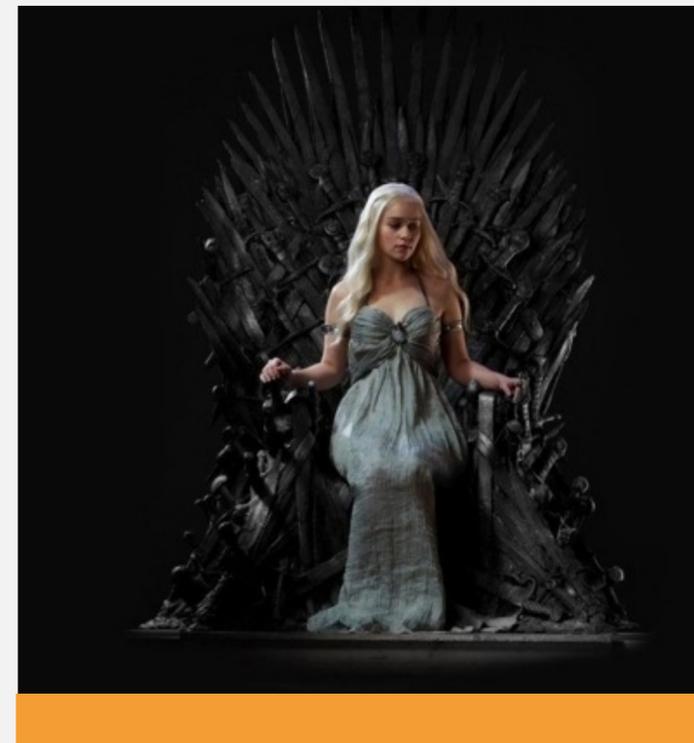
FIELD OF DREAMS

BUDGET: \$15M
LOCAL REVENUE: \$5M
TOURISM INCREASE: 277%



LORD OF THE RINGS

FILM INDUSTRY IMPACT: \$NZ 3B
BUSINESSES SUPPORTED: 2700
TOURISM INCREASE: 50%



GAME OF THRONES

DIRECT ECONOMIC IMPACT: \$170M
JOBS CREATED: 900FT / 5,700PT
TOURISM INCREASE: 65%



BREAKING BAD

DIRECT ECONOMIC IMPACT: \$132M+
JOBS CREATED: 10,400
TOURISM INCREASE: 6.3%



EACH YEAR,
**THE FILM & TV
PRODUCTION INDUSTRY
GENERATES OVER**



FILM BRINGS RECESSION PROOF **REVENUE**

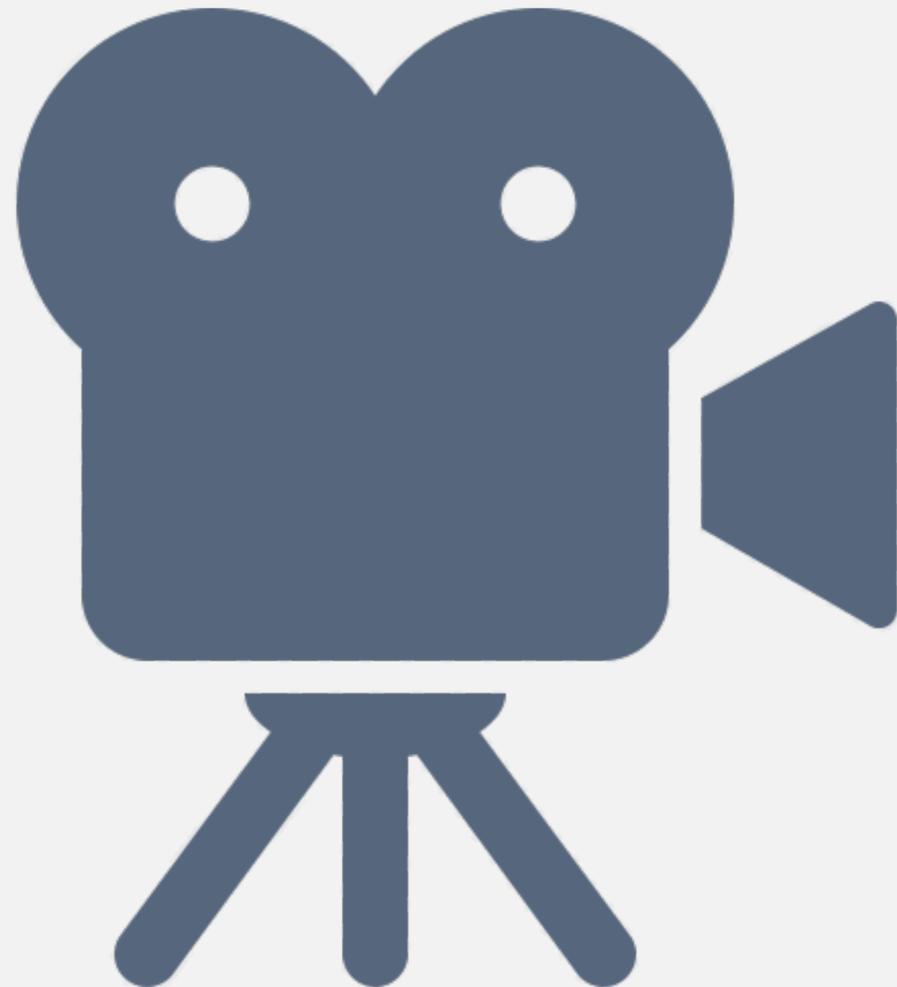
Visiting out of area productions provide a **diverse economic revenue stream** that is not based on tourism, real estate or beer....although these industries will reap the rewards that film production brings. Film production can be a year round source of significant and diverse income for our region.

JACKSONVILLE FLORIDA **CASE STUDY 2005-2015**

Prior to 2005, Jacksonville did not have a local film office for productions.

Their decision to set up and offer a dynamic internal production team has paid remarkable dividends over the past decade and highlighted how incoming media can create a hedge against economic downturn.

In the following ten year analysis, the direct economic impact of productions to the city of Jacksonville **confirms a nearly 700% ROI for the city.**



1,086

PRODUCTIONS

1,626

PRODUCTION DAYS

10,328

JOBS CREATED

\$500K/YR

FILM OFFICE BUDGET

\$3.4M/YR

DIRECT ECONOMIC IMPACT

CURRENT PRODUCTIONS IN **PORTLAND**

According to the MPAA in 2011 economic activity from the film and TV industry created **6,409 jobs directly, 5,834 jobs indirectly and \$471 million in wages**. The study also estimated that the industry generated gross economic activity of more than **\$1.4 billion in Oregon**.



GRIMM = \$2.8M / EPISODE



AVERAGE AD BID = \$1M

PRODUCTION BUDGETS MEAN LOCAL **PROFIT**

A TYPICAL PRODUCERS' BUDGET SHEET IN OREGON



\$1500-\$3500

LOCATION FEES/DAY

\$2500

MEALS/DAY

\$5000

HOTELS/DAY

\$78K

SKILLED LABOR

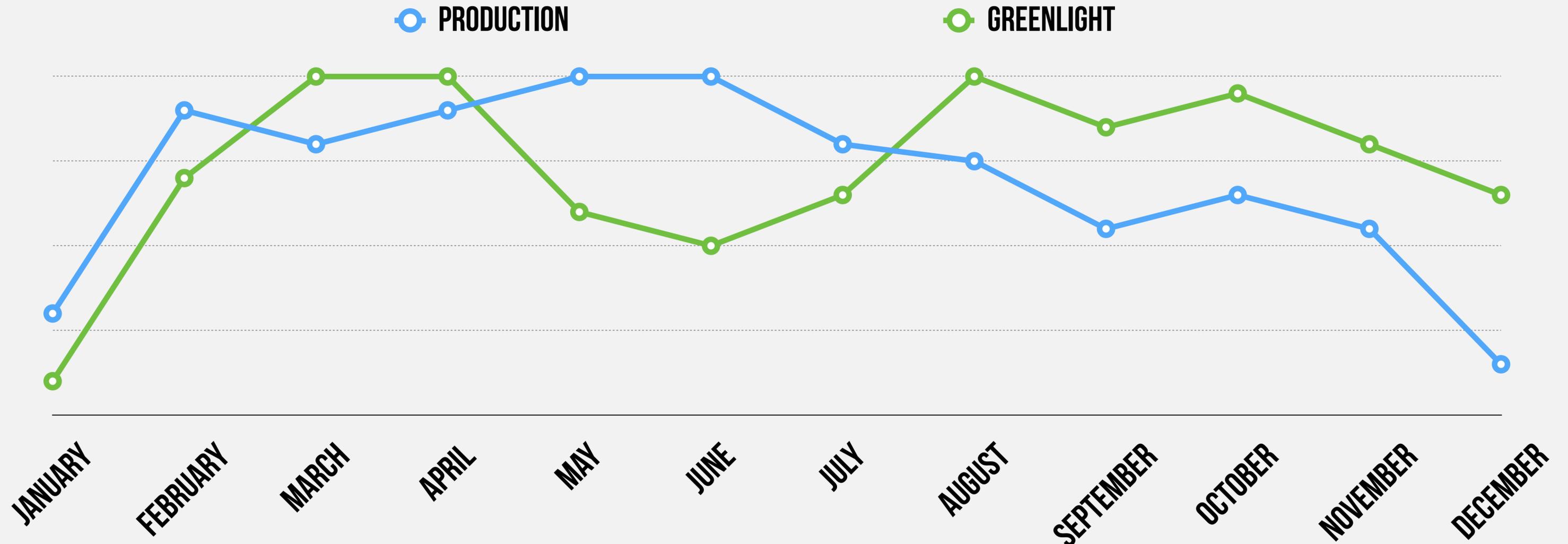
\$29K

LOCAL EQUIPMENT

SOURCE: PONDEROSA FILMS, OR

THE PRODUCTION CYCLE

A **Film Office** protects economic interest by marketing services and assets to Production Companies in order to **protect against shoulder season downturns**. Specialty understanding of the **production cycle** and what is needed to make a Green-Light decision is **absolutely critical to achieve success**.



OUR SERVICES

- Develop and promote exciting new shoot locations for branded content spots, episodic TV, and film
- Actively promote Bend and Central Oregon as a production destination to business travelers including advertising agencies, television network & cable companies and film studios
- Create a cutting-edge website, designed to engage both industry professionals and film-tourists
- Facilitate permits and fees, working with all inter-agency services in advance of, and during the shoot
- Promote the grants, tax credits and cash rebates provided by the State
- Act as the official liaison working directly with the production company
- Be actively involved in location scouting in advance of, and during any production
- Assess any production merit based on revenue and job creation; and future promotional value
- Partner with lodging properties to create preferred rates for production crews
- Collaborate with individuals and organizations to create a location database
- Collaborate with other nonprofits to ensure production impact is at a minimum
- Specifically plan to maximize the positive impact of post-production exposure
- Highlight the extraordinary talents of our region, its people and infrastructure
- Provide inter-agency assistance, coordinating with city and county services
- Work collectively with other official organizations and tourism authorities to promote film locations



DATA ANALYSIS

IF BEND WERE TO GAIN JUST 1% OF CALIFORNIA'S CURRENT FILM BUSINESS:

1326

PRODUCTION JOBS

1884

DIRECT JOBS

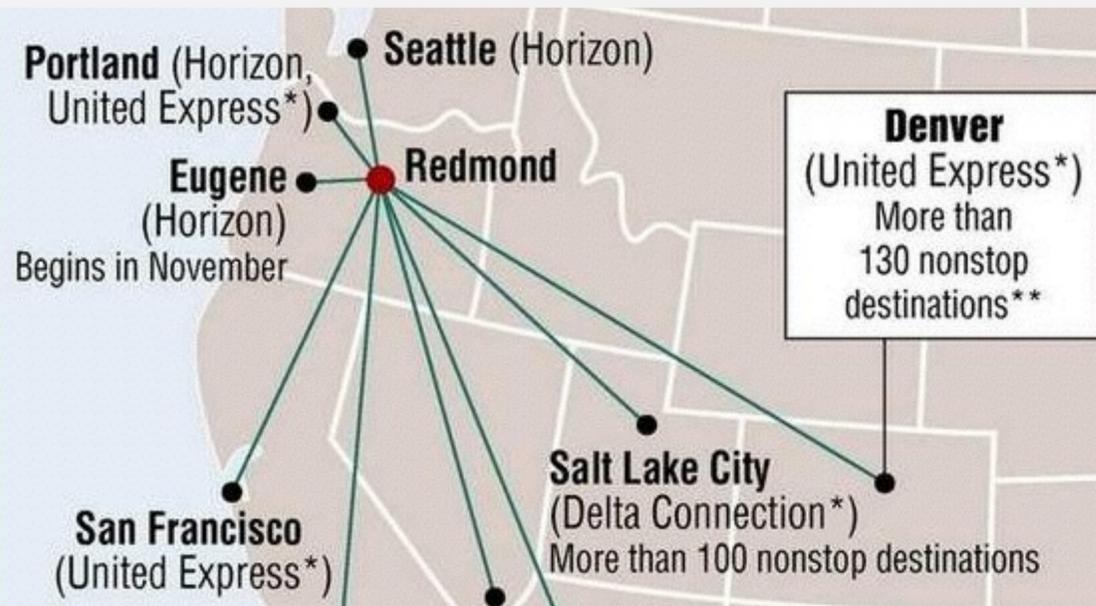
\$181M

WAGES & SPENDING

*SOURCE: MPAA

WHY BEND?

Bend enjoys nearby access to some of the most picturesque filming locations in the country. Every season and topographic feature desired by a location manager can be readily accessed from desert to mountains, glacier to river, forest to rock. With **more than 300 days of sunshine a year**, a **thriving and creative local talent pool** and direct flight access to Los Angeles; Bend is one of the world's best kept secrets. Given its natural beauty and talented local artists, our team strongly believes Bend will become a 'go to' location for industry professionals.



LOCATION LOCATION

Desert to mountains,
glacier to river,
forest to rock



ACCESS & INFRASTRUCTURE

With its artistic talent pool, business diversity and **direct flights to Los Angeles**, Bend is the perfect filming location



PRODUCTION INCENTIVES

20% cash rebate on goods and services
16.2% rebate for production staff wages
No Sales Tax
Fee free filming in Cities & Parks

PARTNERING WITH THE LOCAL COMMUNITY

Productions require large numbers of skilled and unskilled contributors. From the production assistants that transport crew to and from set in vans, to the caterers and security guards, to the lighting contractors, riggers and sound and video technicians; every Producer has in mind one concept... **Buy Local.**

As much as **65% of typical on location production staff** might be comprised of local hires and students. Our team intends to be the bridge between Producers looking to employ, and the local community who are looking to work and gain invaluable experience.



FURTHERING EDUCATION



PROMOTING BUSINESS



LOCAL TALENT

SO... WHAT IF WE DON'T **EXIST?**

FINDING BIGFOOT





Q & A

THANK YOU