



Sedona Chamber of Commerce
Film Office

Quarterly Report

January-March, 2008

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PROGRAM DESCRIPTION

The Sedona Film Office markets Sedona as a potential location for filming, provides location assistance, information regarding technical crews, talent, hotel accommodations and film permitting, helps coordinate filming at city-owned locations and acts as a liaison between the production company, government agencies and the local community.

MISSION

The Sedona Film Office mission is to increase economic development with direct expenditures obtained from the attraction of feature film, television, commercial and still photography production companies to the Sedona area. Achievement of this mission is attained through effective marketing and experienced staff serving the needs of the production company.

KEY GOALS & OBJECTIVES

The primary goal of the Sedona Film Office is to attract film and video production to the Sedona area in order to accrue locally-realized benefits from hiring local crews and talent, renting local equipment, using hotel rooms, rental cars, catering services, or any number of goods and services supplied on location. While attracting business to Sedona, they also attract visitors. Filmed scenes of the Sedona area are in themselves “soft-sell” vehicles that also promote Sedona as a desirable site for future tourism and industry.

Strategic Goals and Objectives:

- Generate 80 days of filming
- Develop and implement programs that make Sedona “film-friendly”

MARKETING

OBJECTIVES: To introduce the Sedona Film Office to the production community, build the awareness of Sedona as a potential location for targeted production and to bring targeted production to Sedona to film their projects.

STRATEGIES

TARGETS:

Feature Films

- Banner ad on the Association of Film Commissions International (AFCI) web site incentives page
- Print ad in Winter 2008 Moviemaker Magazine
- Banner ad on Moviemaker Magazine website
- 14th Annual Sedona Film Festival – Opening Night Reception sponsor; Sedona Film Office display in lounge of filmmaker “green room”; trade-show-style exhibit in pavilion; program ad; attended films and events
- Attended Sundance and Slamdance Film Festivals in January; shared exhibit with Tucson Film Office at Locations Expo; represented Sedona at AFCI Filmmaker’s Brunch at Sundance; networked with filmmakers
- Sales kits sent to potential film projects for Sedona and film companies
- Listings in production directory publications

Television

- Banner ad on the Association of Film Commissions International (AFCI) web site incentives page
- Sales kits sent to potential pilots and shows and major TV companies
- Listings in production directory publications

Commercials and Still Photography

- Banner ad on the Association of Film Commissions International (AFCI) web site incentives page
- Listings in production directory publications
- Sales kits sent to commercial production companies

PUBLICITY

- Press releases re production in Sedona
- News & Events calendar page on website
- Film news on the Chamber E-flash

COLLATERAL/FULFILLMENT

- Sales kits sent to targeted productions
- Promo items distributed at film festival, trade show/mission

WEBSITE

- Weekly review and update of pages & calendar
- Updating 2006 production guide and location library listings

LOCATIONS

- Photographed properties for the Film Office digital location library
- Scouted and established relationships with “film-friendly” locations in Sedona
- Assisted private properties with guidelines for location filming
- Established ongoing working relationship with the US Forest Service

RESEARCH

- Reviewed and researched trade publications to keep up on latest production, location, incentive news, etc. as well as pursue leads for potential projects

COMMUNITY RELATIONS

OBJECTIVES: Develop and implement programs that make Sedona “film-friendly,” strengthen relationships with the community and City, and build partnerships with the local film community including the Sedona International Film Festival & Zaki Gordon Institute for Independent Filmmaking

STRATEGIES

CITY OF SEDONA

- Communications with the City Re: on-location production
- Continue to consult on possible production facility/sound stage including ancillary production businesses in Sedona
- Member of Sedona Economic Development Task Force

COMMUNITY

- Attended various events and updated the community about the Film Office
- Established ongoing working relationship with the US Forest Service
- Established relationships with “film-friendly” area locations and services

LOCAL FILM COMMUNITY

- Meetings and correspondence with local and state crew and filmmakers
- State and regional film office conference calls and meetings
- Member of the Arizona Film Work Force Work Group
- Meeting with Flagstaff film commissioner RE co-op marketing for AFCl Locations Expo 2008 in April
- Co-op trade mission with the Tucson Film Office
- Co-op marketing at Sedona International Film Festival with the Arizona Media Coalition and the Flagstaff Film Office; representatives also attended various films and events

ZAKI GORDON INSTITUTE FOR INDEPENDENT FILMMAKING

- Promote former Zaki students to work as PA’s on local productions

SEDONA INTERNATIONAL FILM FESTIVAL & WORKSHOP

- 14th Annual Sedona Film Festival – Opening Night Reception sponsor; Sedona Film Office display in lounge of filmmaker “green room”; trade-show-style exhibit in pavilion; program ad; attended films and events

| Initial Inquiries | Jan – March 2008 | Jan– March 2007 |
|---------------------------|-------------------------|------------------------|
| Major Feature Film: | 2 | 0 |
| Independent Feature Film: | 3 | 5 |
| Independent Short Film: | 1 | 1 |
| Student Film: | 1 | 0 |
| Documentary: | 0 | 1 |
| Commercial: | 2 | 3 |
| Broadcast Television | 2 | 1 |
| Cable Network Television: | 2 | 1 |
| Syndicated Television: | 2 | 0 |
| Japan Television: | 2 | 0 |
| Canadian Television: | 0 | 1 |
| UK Television: | 0 | 1 |
| German Television: | 0 | 1 |
| Music Video: | 1 | 1 |
| Yoga DVD: | 1 | 0 |
| Travel DVD: | 0 | 1 |
| Corporate/Industrial: | 1 | 0 |
| Internet series: | 1 | 2 |
| Still Photography: | 5 | 5 |

| Initial Inquiries | Jan – March 2008 | Jan– March 2007 |
|--------------------------------------|-------------------------------------|------------------------|
| <i>Total inquiries:</i> | 26 | 25 |
| <i>Total shot in Sedona to date:</i> | 9 | 16 |
| | (4 scheduled for April/2 in summer) | |

Other requests concern film office information, film office assistance, production guide information, locations for filming, business-related inquiries, press/media, advertising/marketing, casting/talent, infrastructure (including municipal, county & state agencies), and education.