

# SANTA BARBARA

THE AMERICAN RIVIERA

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

ROUTE 10:  
2009 APR 28 AM 11:14  
RETURN INSTRUCTIONS:

JOHN T. ALEXANDER

April 27, 2009

Mr. Mike Brown  
CEO  
County of Santa Barbara  
105 E. Anapamu Street  
Santa Barbara, CA 93101

Dear Mr. Brown,

For the last two years, the County has granted supplemental funding of \$75,000 for the Film Commission program. We respectfully ask you to continue funding for the 2009/2010 fiscal year and to make it a part of the County's regular budget in future years.

The film industry continues to be a strong economic generator for the county. In 2008, 90% of this business took place in the County. In the first quarter of 2009 the number was 84%. Projections for filming in the County for the coming year are very good. The State of California has instituted a substantial tax credit (20-25%) to stimulate production in the state. The immediate result has been an explosion of interest statewide in producing more films. As a County only a few miles from the nexus of this activity, we are uniquely positioned to capture this increased business and we are marketing constantly to take full advantage of the changing landscape.

The prospects for our revitalized program under the leadership of our Film Commissioner, Geoff Alexander, are excellent. We are expecting significant business in the coming year which will bring an excellent return on your \$75,000 investment.

Thank you for your consideration.

Sincerely,



Kathy Janega-Dykes  
President & CEO  
Santa Barbara Conference & Visitors Bureau

cc: Supervisor Salud Carbajal  
Supervisor Joe Centeno  
Supervisor Joni Gray  
Supervisor Doreen Farr  
Supervisor Janet Wolf