

# SANTA BARBARA

THE AMERICAN RIVIERA

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

April 29, 2011

Ms. Sharon Friedrichsen  
Director, HCD  
County of Santa Barbara  
105 E. Anapamu Street  
Santa Barbara, CA 93101

Dear Ms. Friedrichsen,

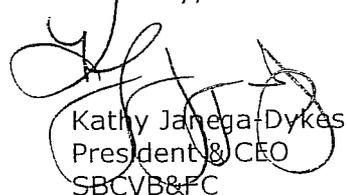
For the past four years, the County has granted supplemental funding to the Santa Barbara County Film Commission program. We respectfully ask you to continue funding for the 2011/2012 fiscal year at the same level granted in previous years; \$75,000.00. \*

Media production is a strong economic generator for the County. At this point, we are nine months in to our fiscal year 2010-2011 and we have already surpassed our total prior year numbers. Year to date, we have seen production spending of \$**10,122,500**, with a total economic impact **over twenty five million dollars**. Film, television, commercial, and still crews spent hundreds of thousands of dollars on lodgings, services, and hiring local workers and the County has benefited from millions of dollars in related PR. It is important to note that 85% of this media production took place at County locations, with only 15% occurring in the Cities of Santa Barbara, Carpinteria and Goleta. With this production spending resulting in approximately one hundred thousand dollars in County TOT, it is clearly in the County's financial interest to continue the supplemental funding.

Finally, California State Film Incentive Program will continue this year and is projected to generate over five hundred million dollars in production. The Film Commission continues to market to that business, and is also actively working with other California film offices to amend the program in a fashion which will increase the financial incentive for production in our area and continue to grow this business.

Thank you for your consideration.

Sincerely,

  
Kathy Janega-Dykes  
President & CEO  
SBCVB&FC

  
Geoff Alexander  
Film Commissioner

cc: Supervisor Salud Carbajal  
Supervisor Steve Lavagnino  
Supervisor Joni Gray  
Supervisor Doreen Farr  
Supervisor Janet Wolf  
Director, HCD, Sharon Friedrichsen

\* Note: \$50,000 funded  
in FY 10-11



Dear Supervisors,

Thank you for taking the time to review the materials which the Santa Barbara County Film Commission is submitting in support of the restoration of Supplemental funding to the FC.

Media production in Santa Barbara is rebounding. We are projecting at least twenty percent growth for 2011 for our best year since 2007. Current trends and recent developments in this business sector, such as the California State Assembly's just approving AB 1069 with near unanimous support (72-1) to extend the California State Film Production Tax Credit, indicate that this is an opportune moment to continue with our efforts.

These efforts are paying off. We have rebounded from a 2008 low of \$7,398,000 to a current year to date production direct spend total of \$11,114,000 with a 2011 projected total spend of 12.4 million dollars. This is a three year growth of approximately forty percent. This means a return on investment and increased revenue for the General Fund. The California Film Commission estimates that between ten and twenty percent of on location spending goes for lodgings. Conservatively, this would mean over a hundred thousand dollars in TOT, a profit on the County's fifty thousand dollar investment for the year. In the following documents you will see a powerful case study for a recent production which clearly demonstrates the quantifiable economic impact of production in our County.

Should the County decrease funding for the Film Commission, it will mean an immediate impact on programs which bring this business to our area. Should the County defund the Commission, it will mean that, when all those companies, such as Abercrombie and Fitch put in a call to see if this area will work for their shoot, there will be no one to pick up the phone. It will mean a clear message going out to the production community that Santa Barbara County is not there for them, and doesn't understand or even necessarily want their business. It will mean that, if productions come here despite this, a portion of the work which had been done by the FC will fall on the shoulders of an already overburdened County staff.

Taking into account last year's 30% cut, I respectfully urge you to continue the Film Commission's current level of funding.

Sincerely,

Geoff Alexander

  
Santa Barbara County Film Commissioner



## Abercrombie and Fitch Case Study

In January of 2011, the clothing line Abercrombie and Fitch shot a major campaign in Santa Barbara County. This campaign had a substantial economic impact on the community. Not only did the company spend a meaningful sum of money throughout our community, but this shoot took place in the dead of off season, and during the week, when our hotels and restaurants most need the business.

The Location Scout for the project, Joseph Nicholas, stated in an email that:

**“When we were scouting the area in December we weren’t sure if the area was right for the campaign, and the assistance that you provided was invaluable. We ended up shooting at two of the locations that you suggested. Not only was your office of great assistance in suggesting locations that we might shoot at, it was also of great help to us in negotiating the local bureaucracy and securing the permits necessary. There were so many different authorities that we had to secure permits from to shoot at the various locations in Santa Barbara County, that we wouldn’t have known where to start.”**

The scout went on to assert that:

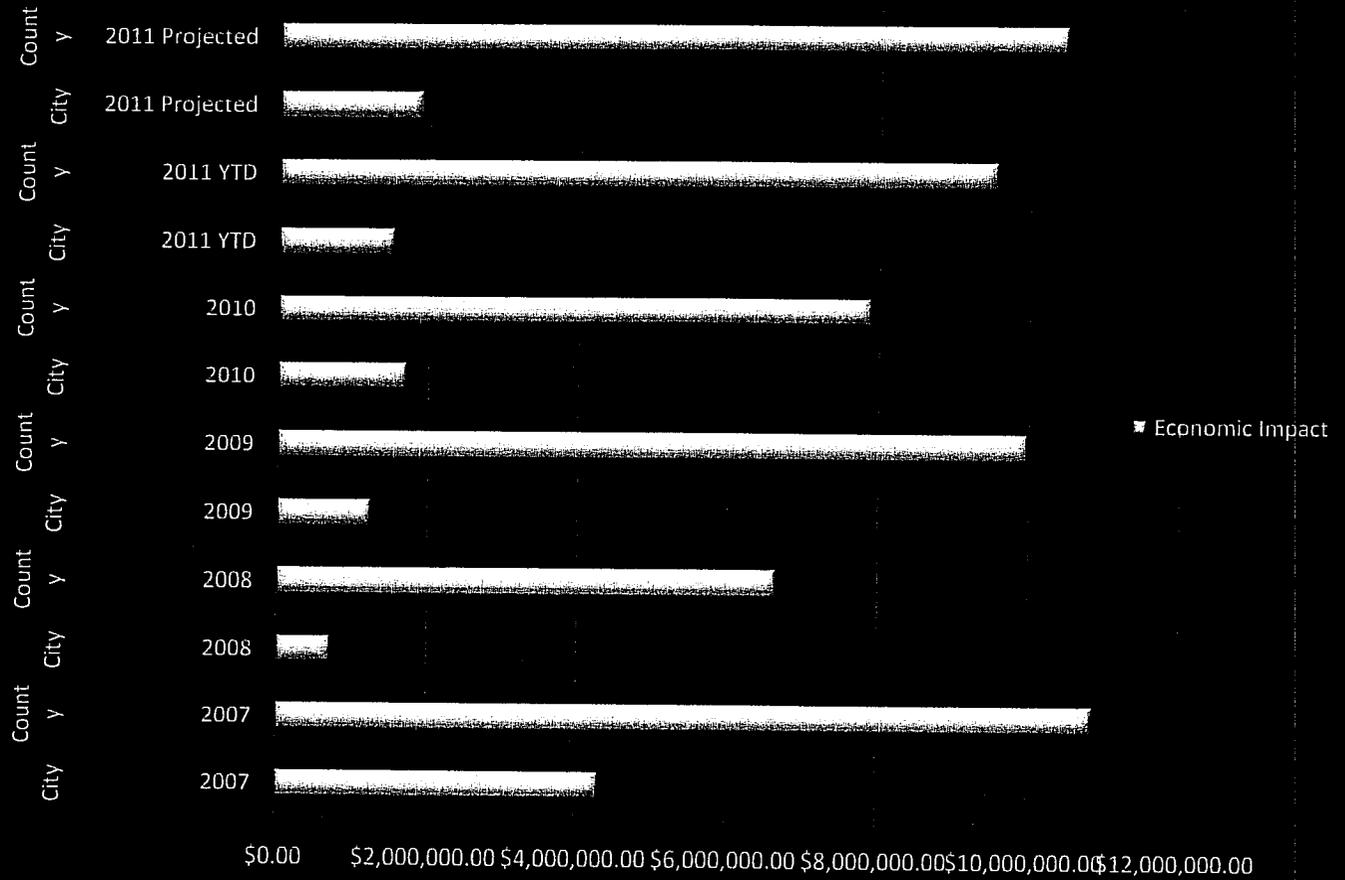
**“In all, I can say that there is a very good chance that we might not (have) shot this project in Santa Barbara County.”**

Joseph Nicholas first contacted the Film Commission regarding their considering Santa Barbara County for this shoot in Mid-November of 2010. The FC assisted the production for the next two and a half months with permits, locations and services. The Film Commission consistently delivers a level of support, knowledge and resources which brings this business to our area. In real terms, what did this job mean for Santa Barbara County?

- **690 hotel room nights booked and paid for.**
- **\$153,000.00 spent for hotel lodgings.**
- **\$23,000.00 given to crew to spend on local meals for “per diem”**
- **\$8,000 spent at local restaurant for celebration dinner.**
- **\$30,000.00 spent with local ranch for location fees.**
- **\$18,000.00 paid to County of Santa Barbara in Transient Occupancy Tax.**

In summary, this is a shining example of direct revenue returned to the County on its investment. And, this was a single job.

# Economic Impact



Santa Barbara County Film  
Commission Economic Impact Report

Location	Number of Productions	Number of Days	Economic Impact
1999			
City	62	210	\$2,525,000.00
County	129	509	\$5,430,000.00
2000			
City	108	389	\$3,575,000.00
County	182	644	\$7,125,000.00
2001			
City	77	435	\$3,810,000.00
County	143	396	\$5,235,000.00
2002			
City	69	406	\$6,262,500.00
County	92	260	\$7,427,500.00
2003			
City	66	309	\$4,645,000.00
County	124	342	\$13,577,500.00
2004			
City	70	388	\$4,087,000.00
County	131	503	\$10,620,000.00
2005			
City	77	354	\$4,540,000.00
County	129	477	\$11,051,000.00
2006			
City	74	295	\$3,610,000.00
County	147	476	\$14,635,000.00
2007			
City	60	125	\$4,323,500.00
County	153	486	\$10,884,025.00
2008			
City	41	60	\$729,500.00
County	96	363	\$6,668,500.00
2009			
City	57	81	\$1,262,735.00
County	104	269	\$9,983,000.00
2010			
City	85	85	\$1,720,000.00
County	102	287	\$7,904,000.00
2011 Year to date ending April			
City	43	64	\$1,537,000.00
County	79	272	\$9,577,000.00
2011 PROJECTIONS			
City	na	na	\$1,900,000.00
County	na	na	\$10,500,000.00



## Support Highlights

In the following sampling of the letters which you have received and are continuing to receive, you will find voices from those who work in media production in Santa Barbara County, those whose businesses in the County directly benefit from media production, and those who travel here from outside the County to produce their projects...and spend money locally. Here are a few quotations from the following letters expressing the myriad sources of support for this continued funding.

**"Geoff Alexander is responsible for more commercial business using my family's property than all other private film locations companies combined. This commercial business results in revenues to me which I use to pay the workers comp, insurance, and salaries of three employees on my ranch. I pay taxes with it."**

**-Joe Nolan, Owner, Nolan Ranch-**

**"Santa Barbara is fortunate to have one of the state's most efficient and responsive film commissions and the CFC and the production community has come to rely on their support and expertise"**

**-Amy Lemisch, California State Film Commissioner-**

**"Having a professional, responsive, and experienced Film Commission on hand to problem solve is incredibly important."**

**-Bill Phelps, President, Santa Ynez Valley Hotel Association-**

**"Please think long and hard about dismantling the folks who help make all our jobs possible"**

**-Tracy Trotter, President, A Locations Company-**

**"The Santa Barbara County Film Commission's marketing programs are VITAL in maintaining our County's profile as a desirable and workable Production destination."**

**-Laura Kath, President, Mariah Marketing-**

**"The brains and production savvy demonstrated by the Film Commission when they get those calls from desperate locations managers looking for perfect locations, hotel rooms for thirty crew members and the answers to a million other questions...are vital to bringing business in to this County..."**

**-Dhani Lipsius, Producer, The Thurber Company-**

**“Having an informed, enthusiastic film commission to answer questions, provide assistance and cut through the red tape can make all the difference between one coastal community and the next getting chosen.”**

**-Paul Kurta, Film and Television Producer-**

**“While the pressures to make cuts in order to reduce spending are extraordinary, it would be a mistake to defund an agency which in fact generates revenue for the County and businesses within it.”**

**-Patrick Gregston, Producer-**

**“Having such a resource is essential for me and if I am considering two similar locations, one with a supportive Film Commission, the other without, there is no question that I would choose the one with the Film Commission.”**

**-Sven Nebelung, Producer-**

**“Media productions generate publicity for any area and encourage viewers and draws tourists from all over the world to Santa Barbara...I am well aware of the loss of “Sideways” to my region but delighted that it stayed in California and Santa Barbara County.”**

**-Sheri Davis, Director, Inland Empire Film Commission-**

**“I have been a location manager since 1982, and have had the privilege to work on many major motion pictures. Some of which were shot in the County of Santa Barbara. These include Pirates of the Caribbean, Hidalgo, It’s Complicated, as well as smaller productions, like commercials for Geico. Without the aid of your Film Commission it’s quite possible these productions would not have been filmed in Santa Barbara.”**

**-Laura Matteson, Location Manager-**

## Geoff Alexander

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**From:** joe nolan <joenolan@gmail.com>  
**Sent:** Friday, June 03, 2011 10:19 AM  
**To:** SupervisorCarbajal@sbcbos1.org; jwolf@sbcbos2.org; Farr, Doreen; jgray@co.santa-barbara.ca.us; steve.lavagnino@countyofsb.org  
**Cc:** Geoff Alexander  
**Subject:** SB Film Commission

Dear Supervisor

I understand that the county has a certain budget that it must adhere to. From personal experience, cutting supplemental funding to the county's film commission would be detrimental to the economy of the Santa Ynez valley and the rest of Santa Barbara.

Geoff Alexander is responsible for more commercial business using my family's property than all other private film locations companies combined. This commercial business results in revenues to me which I use to pay the workers comp, insurance, and salaries of three employees on my ranch. I pay taxes with it. I go to local stores with it, I pay DMV fees with it. Pay for parking in Santa Barbara with it. I am sure when my employees cash their checks they do similar things that I do, helping the local economy.

My benefit from the Santa Barbara Film Commission is probably fairly small in the grand scheme of things. Lets face it, hotels, stores and restaurants in the area can all use a boost in business. When a production company comes to Santa Barbara the amount of money spent at these places is really appreciated by the owners of The Union hotel or Fess Parker, or Matties or the many other establishments that normally don't have much business on week days.

I dont know the amount of money is collected by SB Sheriffs or the CHP, but I am sure it is a decent amount. And permits to use properties and public roads, wouldn't you like to see that number go up instead of down?

Santa Barbara is the most beautiful place in the world. Agriculture and production are great here. When production (machine parts, furniture, movies, commercials) goes down, services go down. Santa Barbara has a real opportunity for growth in film and we are beginning to gain some momentum. With our unique landscape and proximity to the largest retail market in the world, the potential is close to infinite for film in Santa Barbara. This has been one of our best years for commercials and the more we do, well the more we do.

When a company like Wall-Mart, Exxon or (a smaller but better example) apple sees momentum they don't pull back the reins making the horse slow down, they take that opportunity and run with it. That is why they are where they are.

I often think about the job that Geoff does. I am extremely impressed with his work ethic. I can talk to him on his cell phone on a Sunday about any opportunities which are coming up. That type of service is pretty rare and the people that he interfaces with appreciate it. Mr Alexander is the only living person that I have walked into his office and personally thanked for the job he is doing in supporting films and commercials in Santa Barbara. I am impressed with most of the things that our government does and think that a proactive supportive outlook to growth in any business can only help Santa Barbara.

Any matters that I can be assistance of, please let me know.

Thanks

Joe Nolan



May 23, 2011

Supervisor Janet Wolf  
County of Santa Barbara  
105 East Anapamu Street  
Santa Barbara 93101

Dear Supervisor Wolf:

On behalf of the California Film Commission (CFC) I am writing to express my support and appreciation for the Santa Barbara Film Commission. While I am well aware of the intense budget pressures facing California's cities and counties, it is important to note that our local film commissions are a key economic development tool for regions across the state. Filming activities return economic benefits to the Santa Barbara area by hiring local crew, supporting local businesses, paying local fees and increasing tourism interest to your region. As we learned from "Sideways," people want to visit the places they see on screen.

The CFC is a state department under the Business, Transportation and Housing Agency tasked with retaining and increasing motion picture production and to see that it continues to create jobs and boost business throughout the state. We work to encourage a "film friendly" environment for production companies that choose to film in California by working with local, state and federal jurisdictions to reduce barriers to filming. The CFC depends on our local film commissions to provide local logistical support to both domestic and foreign productions.

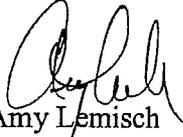
The State of California recognizes the enormous economic impact generated by the film production industry. Annually, the film industry contributes approximately \$30 billion in direct production expenditures in California and supports over 140,000 jobs. When filming on location, productions typically spend \$50,000 per day in local communities. This spending for local hires, hotels, grocers, retail shops, hardware, car rentals, etc. ripples through the economy and generates much needed tax revenues.

Productions that want to access Santa Barbara's remarkable scenery for their shoots need the on the ground logistical support that only a dedicated film office can offer. When the CFC receives inquiries from production companies for location assistance, we can only refer these callers to regions with local film offices.

Santa Barbara is fortunate to have one of the state's most efficient and responsive film commissions and the CFC and the production community has come to rely on their support and expertise.

I respectfully urge you to maintain an effective economic development tool  
with the Santa Barbara Film Commission.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Amy Lemisch', written in black ink.

Amy Lemisch  
Director  
California Film Commission

cc: Geoff Alexander, Santa Barbara Film Commission

# Santa Ynez Valley Hotel Association

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June 1, 2011

Dear Supervisors of Santa Barbara County

As president of the Santa Ynez Valley Hotel Association, Inc. I am writing regarding Santa Barbara County Board of Supervisor's upcoming funding deliberations. The SYVHA Board respectfully requests that the Board of Supervisors continue funding the Santa Barbara County Film Commission, if not at its previous (2009) level of \$75,000, then at its current level of \$50,000. While we certainly understand the need for the County to deal with its budget shortfall by reducing spending, we believe it would be a mistake to cut a program which is invaluable in generating tax revenue, increasing hotel bookings, and bringing business which spends money throughout our community.

This business is important to local hotels as it fills rooms during our normal slow times, off season and mid-week. Crews staying at hotels generate TOT which can be substantial and is an immediate cash return on the County's investment. For example, a single campaign shot in Santa Barbara County in January accounted for 690 room nights, \$153,000.00 in revenue and \$18,000.00 in TOT.

Production companies make decisions on where they will go in part based on what support is available to them. Having a professional, responsive, and experienced Film Commission on hand to problem solve is incredibly important. Defunding the Film Commission would send a clear message to the film, TV and commercial production communities that Santa Barbara County is not there for this business, and will motivate production companies to go elsewhere.

The board is available to answer any questions you might have, and/or to appear before you during your budget deliberations. Please feel free to contact me at 805-688-3210 if you are in need of any further information.

Sincerely,



Bill Phelps, President

Santa Ynez Valley Hotel Association



FOUR SEASONS RESORT

*The Billmore*

*Santa Barbara*

June 2, 2011

Dear Santa Barbara County Supervisors:

In light of the impending budget review, we would like to express our support for continued supplemental funding of the Santa Barbara Film Commission, based on the benefits which this business brings to our local community, and the FC's importance in helping to nurture and grow this business.

With media production being an important (and fast growing) economic driver in Santa Barbara County, this year the FC estimates that approximately twelve million dollars will be spent on local media production in 2011. This equals an economic impact of over twenty five million dollars.

This business is important to local hotels such as ours, as it helps to fill rooms during the normally slow times, off season and mid week. Crew stays at hotels generate TOT which can be substantial and is an immediate cash return on the County's investment. For instance, a single campaign shot in Santa Barbara County in January accounted for 690 room nights, \$153,000 in revenue and \$18,000 in TOT.

In addition, Santa Barbara County benefits more than most production destinations from positive PR generated by lifestyle and reality television shoots which show off our natural resources and culinary and activities options.

Production companies make decisions on where they will go in part based on what support is available to them. Having a professional, responsive, and experienced Film Commission there to problem solve is incredibly important. Defunding the Film Commission will send a clear message to the production community that Santa Barbara County is not there for this business, and will motivate production companies to go elsewhere.

As a leading generator of TOT and a business that has benefited from the Film Commission's efforts over the past three years, we strongly encourage you to continue funding.

Sincerely,

Janice Snowden  
Director of Marketing

# i.D.B. Media Group LLC

Audio Visual Media Production, Marketing & Distribution  
6381-A Rose Lane, Carpinteria, California 93013  
(USA) 805 275 4295

May 31, 2011

Attention of: Salud Carbajal

Regarding: Santa Barbara County Film Commission

Dear Salud,

It has recently been brought to my attention that the County of Santa Barbara is considering cutting the budget of Santa Barbara County Film Commission.

My company, i.D.B. Media Group, is involved in every aspect of production. From our the new facilities we are in the process of acquiring in Carpinteria we will facilitate film, television and audio production throughout the region.

We are a new corporation. A corporation that is spending multiple millions on establishing its infrastructure, a corporation that will spend additional millions every year on associated production services. A corporation that is employing local industry professionals.

There are sound reasons why i.D.B. Media Group decided to base itself in Santa Barbara County. One very important reason was the existence of a service like the Santa Barbara County Film Commission.

As a forty year production veteran I know the cost of production in detail. Inevitably the real costs are under-estimated. Real costs are in direct relation to real local revenue. Inevitably the amount of revenue is also dramatically underestimated.

Having done local research related to the location of i.D.B. Media Group I know we are located in one of the US' prime area's for film, television and photography, a business sector of growing economic importance to the region. Santa Barbara County Film Commission is a crucial element facilitating this growth. It is an extremely efficient and cost effective service we need in this county. Reducing its budget lead to a reduction in attracting production to the region, a seriously underestimated reduction in regional revenue and a drop in income for most local production and associated professionals. It would therefore be entirely counter productive to balancing Santa Barbara County's budgets now and in the future.

Yours truly,

A handwritten signature in black ink, appearing to read 'Sjoerd A. Koppert'. The signature is written in a cursive style with some overlapping loops and is positioned below the text 'Yours truly,'.

Sjoerd A. Koppert – CEO



# ***A Location Company***

Dear Mr. Carbajal

It has come to our attention that the Santa Barbara County Board of Supervisors in its quest to lower its budget, has decided to put the Santa Barbara Film Commission in a review status.

As the owner of A Location Company I find this very troubling and totally out of line with what needed and wanted in Santa Barbara County.

The amount of twelve million has been discussed as the sum that has been spent on media production in Santa Barbara County this last year. As a business owner, a senior faculty member of Brooks Institute and a three time Emmy winner I know the twelve million mark does not even begin to reflect the true amount production company's spend in our community. Many key items associated with production are not accounted for within this number, but nevertheless they are acquired locally. From car and truck hire to art supplies, from catering to labor and warehouse storage, all are supplied by local companies and all are benefiting from a film projects. Just our Brooks students alone will spend thousands of dollars every session that go into this revenue stream. Also, let us not forget that there are many local corporations who are in production, but not regarded as such. Corporations like Lynda.com for instance, the US's fastest growing education provider, based in the tri county area, uses Santa Barbara Film Commission resources as well.

Without the Santa Barbara Film Commission, who will push for this business? Someone will have to step in and we are sure it will not be anyone from the Santa Barbara Board of Supervisors.

Please think long and hard about dismantling the folks who help make all of our jobs possible.

Sincerely

Tracy Trotter

P.O.Box 5214, Montecito, CA 93150 [Info@ALocationCompany.com](mailto:Info@ALocationCompany.com) 805.220.6555

## MARIAH MARKETING

May 31, 2011—*sent via email*

Members of the Santa Barbara County Board of Supervisors  
Santa Barbara County Administration Building  
105 East Anapamu Street  
Santa Barbara, CA 93101

RE: 2011-12 Funding for Santa Barbara County Film Commission

Dear Honorable Supervisors:

As a marketing professional, business owner and resident of Santa Barbara County since 1985, I strongly urge you to continue full funding of the marketing efforts of the Santa Barbara County Film Commission in the upcoming fiscal budget cycle. I know you have extraordinarily difficult choices to make given the County's overall shortfall in revenues—yet funding the Film Commission actually generates MORE business and infuses MORE money for the County in retail and bed tax revenues.

The Film Commission is pro-actively engaged in the promotion of film, TV, and commercial photography media projects here in Santa Barbara County—which provides clear revenue streams for County businesses and individuals—including hotels, restaurants, crew personnel, caterers, florists, equipment rental companies, and so many more.

Media productions also generate publicity for our area which engages viewers and draws tourists from all over the world to our County. (Consider the positive buzz created by the feature movie "It's Complicated" starring Meryl Streep that was filmed here or the continued acclaim of the Oscar-winning movie "Sideways"—filmed here in 2003 and still generating visitor revenues.)

The Santa Barbara County Film Commission's marketing programs are VITAL in maintaining our County's profile as a desirable and workable production destination.

Please continue your full funding support of the Santa Barbara County Film Commission.

Thank you for your utmost consideration.

Sincerely,  
Laura Kath  
President

CC: Chandra Waller, CEO, Santa Barbara County  
Kathy Janega-Dykes, CEO, Santa Barbara Conference & Visitors Bureau and Film Commission  
Geoff Alexander, Santa Barbara County Film Commissioner



Post Office Box 939 ♦ Los Alamos, California ♦ 93440-0939  
(805) 344-1717 ♦ Fax (805) 344-1981 ♦ [www.mariahmarketing.com](http://www.mariahmarketing.com)

Geoff-

I just wanted to thank you again for your help on the recent Abercrombie and Fitch photo shoot. When we were scouting the area in December we weren't sure if the area was right for the campaign, and the assistance that you provided was invaluable. We ended up shooting at two of the locations that you suggested. Not only was your office of great assistance in suggesting locations that we might shoot at, it was also of great help to us in negotiating the local bureaucracy and securing the permits necessary. There were so many different authorities that we had to secure permits from to shoot at the various locations in Santa Barbara County, that we wouldn't have known where to start. Your office was always a great deal of help in providing a phone number for whom I needed to contact.

In all, I can say that there is a very good chance that we might not shot this project in Santa Barbara County. Although just a drop in the bucket in the local economy, our project had over 400 room nights at the Four Seasons/Biltmore in January/February. Additionally there were meals out at local restaurants, as well as hiring local businesses to help us out with various aspects of the shoot.

I am sure that many other video and photo shoots get as much help from your office as we did, and I can say that the numbers that the industry brings into the local economy must be enormous at the end of the year.

Again, thank you for all your help.

Sincerely,

Joseph Nicholas

9175795804

## Geoff Alexander

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**From:** countessa618@aol.com  
**Sent:** Tuesday, May 31, 2011 10:35 PM  
**To:** dfarr@countyofsb.org  
**Cc:** Geoff Alexander  
**Subject:** Santa Barbara County Film Commission

Dear Supervisor Farr,

I am writing to you in regards to the County's upcoming budget deliberations. I have learned that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an agency which in fact generates revenue for the County.

In my position as marketing and promotion manager for Pierre Lafond Wine Bistro, I take the calls from production companies inquiring about catering. These orders can be 1-2 days or a few weeks worth of additional sales for us. They have been especially valuable in the slow economy. We would hate to see these opportunities end.

Defunding the Film Commission will send a clear message to the production community that Santa Barbara County is not there for this business, and will motivate them to go elsewhere.

Thank you,  
Annamarie Kostura  
Pierre Lafond

## Geoff Alexander

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**From:** Greg Corso <greg@sbseasons.com>  
**Sent:** Tuesday, May 31, 2011 12:56 PM  
**To:** SupervisorCarbajal@sbcbos1.org; jwolf@sbcbos2@.org; dfarr@countyofsb.org; jgray@co.santa-barbara.ca.us; steve.lavagnino@countyofsb.org  
**Cc:** Geoff Alexander  
**Subject:** Potential cuts to Santa Barbara County Film Commisiion

Dear Supervisors...

I understand with the budgetary shortfall that there is discussion to trim spending by slashing supplemental funding or possibly totally defunding the Santa Barbara County Film Commission.

While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a huge mistake to defund an agency that generates revenue for the County.

Film production is an important economic driver in Santa Barbara County. Crews staying at hotels generate TOT...not to mention the \$\$\$ spent on food...lodging...and other local service providers.

I believe that defunding the Film Commission will send a message to the production community...film...television...print...that the County is not open for business and will motivate production companies to go elsewhere....creating a domino effect on tourism...as the County benefits from these productions promoting the Santa Barbara lifestyle.

Sincerely,  
Greg Corso  
Vice President/Publisher  
Santa Barbara SEASONS  
829 De La Vina Street  
Suite 210  
Santa Barbara, CA 93101  
Tel# 805.564.8804  
FAX# 805.564.8802

## Geoff Alexander

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**From:** Glen Derbyshire <Glen@studio2050.com>  
**Sent:** Wednesday, June 01, 2011 10:29 AM  
**To:** steve.lavagnino@countyofsb.org; jgray@co.santa-barbara.ca.us; dfarr@countyofsb.org; jwolf@sbcbos2.org; SupervisorCarbajal@sbcbos1.org  
**Cc:** Geoff Alexander; Glen Derbyshire  
**Subject:** Concern about SB Film Commission  
**Attachments:** pastedGraphic.tiff; ATT546285.txt

Dear Supervisors,

My name is Glen Derbyshire and I am the owner of Studio 2050, a Santa Barbara based Photography / Design / Video business. I am writing to you today concerning the Santa Barbara Film Commission. I have heard that you are considering cutting funds for this excellent organization. I understand that cuts need to be made, yet I ask myself why would You in times like this cut something that generates money for both the City and County?

This group is very important to all persons involved in the filming business. Their efforts bring crews both small and large to this community and in turn generates revenues in local man-power, lodging, food, supplies, support and of course taxes. Filming is a clean industry. Santa Barbara is a beautiful back drop. Filming in Santa Barbara is good business. And I am sure you all must remember that the filming industry started here in Santa Barbara. I would also like to add that the film industry works in the Off-Season and Mid week as well as peak season . . . two very important factors to consider.

I have been involved with this fine group since the beginning and I recall what it was like before the SBFC. Santa Barbara was a hard place to shoot in ( hard to get permits, no local support, etc ) and many production companies found it better to shoot somewhere else. Is that what you want? We live in the best place, . . . Santa Barbara. Filming here is good for everyone. It's clean, brings in outside revenues and creates and captures the beauty of Santa Barbara which in turns builds our reputation as a place that people want to visit.

We elect you to make good decisions. And we thank you for that. We all have to make cuts . . . we all have to make changes. I would encourage you to keep in place the Santa Barbara Film Commission as I feel it is a very important part of our City and County.

Thank you,

Glen Derbyshire

**THE THURBER COMPANY**  
**Film Liaison - Greater Lompoc Valley**  
**Chamber of Commerce and Visitor's Bureau**  
**Email: thurbercompany@gmail.com**  
**805/733-9361**

June 1, 2011

To: 4th District: Joni Gray, Chair  
Email: jgray@co.santa-barbara.ca.us

Dear Supervisor Gray;

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an outside agency which in fact generates revenue for the County.

Media Production is an important economic driver in Santa Barbara County. This year the County of Santa Barbara is looking at growth of over twenty percent over the previous year. The SBFC estimates that approximately **twelve million dollars** will be spent on local media production in 2011. This equals an economic impact of over **twenty five million dollars in Santa Barbara County in 2011**. This business is important to local hotels as it fills rooms during their normal slow times: off season and midweek.

The work of the Santa Barbara Film Commission can be measured in revenue numbers generated by Crew stays at Santa Barbara area hotels. These numbers are substantial and show an immediate cash return on the County's investment in the Film Commission. For instance, a single campaign shot in Santa Barbara County in January accounted for **690 room nights and \$153,000.00 in revenue**.

Production companies make decisions on where they will go in part based on what support is available to them. Having a professional, responsive, and experienced Film Commission in place to partner with visiting production companies is incredibly important to producers on location and out in the field. As producers, we can speak personally to that issue and have made location decisions in the past based upon the abilities and capabilities of the local film commission office.

Santa Barbara County is unique and beautiful, and it offers many production possibilities available and utilized by the international commercial, television and film production

community--but just being "a pretty face" is not enough. The brains and production savvy demonstrated by the Film Commission when they get those calls from desperate location managers looking for the perfect locations, hotel rooms for 30 crew members and the answers to a million other questions and requests that may seem silly to you but are vital to bringing business into this County and forging the kind of relationships that result in repeat business cannot be underestimated.

Cutting the funding to the Film Commission will send a clear message to the production community that Santa Barbara County is not there for this business, and will motivate production companies to go elsewhere.

Please do whatever it takes to save the Santa Barbara Film Commission.

Thank you.

Dhani Lipsius and Gary Davis  
THE THURBER COMPANY  
Film Liaison - Greater Lompoc Valley  
Chamber of Commerce and Visitor's Bureau

cc. Geoff Alexander - SBFC

## Geoff Alexander

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**From:** Deborah Hutchison <deborah@pantherproductions.biz>  
**Sent:** Wednesday, June 01, 2011 4:45 PM  
**To:** jgray@co.santa-barbara.ca.us  
**Cc:** Geoff Alexander  
**Subject:** Santa Barbara County Film Commission!

Dear Joni,

I have just heard about the County's upcoming budget deliberations. Really....discussions about cuts to the Santa Barbara County Film Commission? While there are pressures on the County to make cuts in order to reduce spending, why defund an agency that generates revenue for the County and is a resource for those of us that create, film and hire people in our hometown "Creative Community". We pay taxes too.

If it's not enough to understand that every time a film shot in our Coastal Area brings in added revenue in housing, feeding of crews, location fees paid then add the Public Relations campaign and the tourists follow.

Having been in production and traveled to various states and countries I can tell you first hand that if there is no film commission help to hold our hands we find other locations that will.

I understand we are looking at a 20% growth in Production this year.... Fantastic! Would not seem prudent to cut when we are on the upward swing.

And speaking from my needs I am just about to complete a 15 minute Pixar level animated film which was totally created, staffed, filmed, and cast with local talent (except for additional animators). The film commission, Geoff Alexander (Martine White before him), have been valuable resources to help me connect with talent within our community.

I ask you to not disturb something that is working with positive \$ growth. And speaking of growth ....online productions.... we need to be alert and available to service the needs of this growth industry.

Kindest,

Deborah

Deborah Hutchison  
Author • Creator • Filmmaker • Speaker

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[www.gutsygalsinspireme.com](http://www.gutsygalsinspireme.com)

[www.asaneapproach.com](http://www.asaneapproach.com)

[www.deborahhutchison.com](http://www.deborahhutchison.com)

(o) 805.695.0262

(c) 805.403.5008

## Geoff Alexander

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**From:** Paul Kurta <pkurta@mac.com>  
**Sent:** Tuesday, May 31, 2011 1:28 PM  
**To:** steve.lavagnino@countyofsb.org  
**Cc:** SupervisorCarbajal@sbcbos1.org  
**Subject:** In support of the Santa Barbara Film commission

Dear Supervisors Lavagnino, Gray, Farr, Wolf and Carbajal,

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an agency which in fact generates revenue for the County.

As a resident of Santa Barbara and a film and TV producer, I know first hand the importance of maintaining an office that both supports and promotes film, television and photography in our county. Producers, studios and agencies have many options when choosing their shooting locales. Having an informed, enthusiastic film commission to answer questions, provide assistance and cut through red tape can make all the difference between one coastal community and the next getting chosen.

Film, TV and photography bring substantial revenues into the community and the images created go on to support and raise the global awareness of Santa Barbara as one of the most beautiful destinations in the world. Our film commission pays for itself while playing an important role in keeping Santa Barbara County a top destination as well as prime choice for media production. It would be a terrible mistake to defund an agency that pays for itself so many times over.

Thank you for your consideration.

Paul Kurta  
1013 San Diego Road  
Santa Barbara, Ca. 93103  
Cell: 818-406-3020

## Geoff Alexander

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**From:** Patrick Gregston <patrick@ceilingsunlimited.tv>  
**Sent:** Tuesday, May 31, 2011 2:30 PM  
**To:** jwolf@sbcbos2.org  
**Cc:** Geoff Alexander  
**Subject:** Budget Deliberations

Dear Supervisor Wolf,

Earlier in this century, the county's Grand Jury Blue Ribbon committee recommended that the Board of Supervisors deal with the impending budget shortfalls by increasing economic development. Yet that same year the two person economic development office was shuttered and the work farmed out to other non specialized (and already overloaded) employees.

This signal failure of leadership to demonstrate the fundamentals of investment in our community's commerce is now about to be compounded, if the discussions regarding one aspect of a successful operation continue towards another short sighted conclusion. I understand that there is some discussion about making cuts to the supplemental funding, particularly that portion which funds the Santa Barbara County Film Commission. Like the Conference and Visitors Bureau of which it is a part, the Film Commission is generating a return on the county's investment.

The basic math, computed in the most crude 'heads in beds' resulting in **TOT revenues, shows that the SBCFC is a contributor to the county's bottom line.** Removing this program will result in lower revenues of this single source to the county. In addition, multiple other recipients of business from the visiting production community will also have lower revenues. **Vendors besides hotels and food suppliers get high value business from production companies which not only** spend money here, but help promote the region to other productions, and the general public. People see what a great place our county is, and want to experience it themselves. Producers come on business and return on vacation. It goes on and on, and has for years.

The evidence, both in statistics and anecdotal form, is that production companies prefer jurisdictions with formal and clear support structures for the special form of business it is to go to a location and mount production. Removal of the only office that performs dedicated service to this segment of 'tourist' guarantees the reduction of this segment.

While the pressures on the County to make cuts in order to reduce spending are extraordinary, , it would be mistake to defund an agency which in fact generates revenue for the County, and businesses within it. If the cost/return of the Film Commission were applied to every aspect of the budget, how many recipients could account for the value produced as it does?

What organization CEO deals with lower revenues by cutting sales support from its budget? Look instead to those many outlays that produce no measurable results, or where the results are not tangible, but merely 'feel right'. The difficulty in determining how to deal with a shrinking pie is greater now than it was a decade ago, when projections were clear that this challenge would arrive. **The compounding collapse of the greater global economy doesn't excuse the Board's failure to have prepared and executed a plan then.** Numerous opportunities to steer and expand the local economy have now passed. Others are available. Choose to support revenue producing activities such as the Film Commission.

Best regards and good luck in working out of this circumstance, Patrick Gregston Producer, and former film industry representative to the SBCVB&FC Board.

Patrick Gregston  
Ceilings Unlimited  
905-565-4143

[patrick@ceilingsunlimited.tv](mailto:patrick@ceilingsunlimited.tv)

See the "Proof or Propaganda" trailer at [www.prooforpropaganda.com](http://www.prooforpropaganda.com)

## Geoff Alexander

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**From:** Sven Nebelung <sven@pioneerpictures.com>  
**Sent:** Tuesday, May 31, 2011 1:40 PM  
**To:** steve.lavagnino@countyofsb.org; jgray@co.santa-barbara.ca.us; dfarr@countyofsb.org; jwolf@sbcbos2.org; SupervisorCarbajal@sbcbos1.org  
**Cc:** Geoff Alexander  
**Subject:** In support of the Santa Barbara Film Commission

Dear Supervisor,

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission.

As a television producer, I feel any step that will compromise the ability of the Film Commission to fulfill its mission, is a bad idea.

First of all, I understand that the Film Commission is generating more income for the city than it receives in funding. Cutting back on its funds will severely limit the amount of money it can bring in, which could ultimately lead to a net loss for the city. Not really what I want as a resident.

You also have to understand that a film commission is usually my first point of contact for out of town productions. Not only do they provide me with the local resources (crew, hotels, meals, equipment, etc.) that I require, they also help me deal with the local city rules concerning productions. Having such a resource is essential for me and if I am considering two similar locations, one with a supportive film commission, the other without, there is no question that I would choose the one with a film commission.

When I still lived in New York, NY, I produced a show for PBS with the a-cappella group Rockapella. We knew we were going to tape it in California, but there were a number of options. We ended up filming it at the Lobero Theater in 2001, and yes, the Santa Barbara Film Commission was very helpful in facilitating this production. It was what I'd consider a **small production**, but I am sure the crew of about 30 people, most of them not local, contributed to the local economy in addition to the accommodations and meals we provided.

Even though television (and film) budgets have also been reduced, often severely, our productions still involve a lot of money. Now more than ever we just have to make the most of it, and any support we can get counts. We often go where the local community supports us the most. A good, functioning film commission is a huge factor in our considerations.

I hope you will consider my comments in your decisions. Even though most of my projects are not in Santa Barbara, I know that I could count on Geoff and the SB Film Commission. If you want to attract any productions (TV, film, print) to SB, they are essential.

Sincerely

Sven Nebelung  
1057 Tunnel Road  
Santa Barbara, CA 93105  
917-770-7966

## Geoff Alexander

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**From:** Dean Noble <DNoble@sbzoo.org>  
**Sent:** Thursday, June 02, 2011 2:01 PM  
**To:** Geoff Alexander  
**Cc:** Kathy Janega-Dykes  
**Subject:** FW: Santa Barbara Zoo/SBC Film Commission

FYI ...

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**From:** Dean Noble  
**Sent:** Thursday, June 02, 2011 2:00 PM  
**To:** 'steve.lavagnino@countyofsb.org'; 'jgray@co.santa-barbara.ca.us'; 'dfarr@countyofsb.org'; 'jwolf@sbcbos2.org'; 'SupervisorCarbajal@sbcbos1.org'  
**Subject:** Santa Barbara Zoo/SBC Film Commission

Dear County Supervisors:

I am writing in support of the Santa Barbara County Film Commission.

The Santa Barbara Zoo regularly benefits from film and television production. We average two-to-three national productions per year. **Sometimes our facility is featured as the Santa Barbara Zoo. Sometimes we are "uncredited" as a generic zoo location.** We benefit from location fees, food and beverage revenue, and nationwide publicity.

Both the visiting productions and the Zoo utilize the SBC Film Commission.

In closing, not only do media activities generate revenue for our local community, these productions boost our unique "Santa Barbara brand" nationwide.

Cordially,

Dean Noble  
Director of Marketing  
Santa Barbara Zoo  
500 Ninos Drive  
Santa Barbara, CA 93103

(805)962-5339 ext. 116  
(805)962-3659 FAX  
[dnoble@sbzoo.org](mailto:dnoble@sbzoo.org)  
[www.sbzoo.org](http://www.sbzoo.org)

A Family Membership to the Beautiful Santa Barbara Zoo  
pays for itself in only 2 visits!

[www.sbzoo.org/membership.asp](http://www.sbzoo.org/membership.asp)

## Geoff Alexander

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**From:** Clay Dodder <claydodder@verizon.net>  
**Sent:** Wednesday, June 01, 2011 12:57 PM  
**To:** steve.lavagnino@countyofsb.org; dfarr@countyofsb.org; jwolf@sbcbos2.org; SupervisorCarbajal@sbcbos1.org; jgray@co.santa-barbara.ca.us  
**Cc:** Geoff Alexander  
**Subject:** Letter of support for Santa Barbara County Film Commission

Dear Supervisor,

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an agency which in fact generates revenue for the County.

As a still producer for the past 15 years and a photo assistant for 10 years before that, I have spent many days and nights filming in Santa Barbara County. Projects have ranged from fashion shoots to music packaging to car catalogs and advertising. During these projects the Santa Barbara Film Commission has been instrumental in every step of the process. Without the film commission help with the permit process and finding local support services would have been impossible.

The reasons to go out of town on location are not as attractive, financially as one might think. The costs of traveling a crew, hotels and traveling anything that can't be found in Los Angeles do not make a producer happy. Having a film friendly area available to me does make me happy. I am much more concerned with my ability to produce my projects in an easy and friendly environment than in one that offers me no support. Without a film commission I would have a great deal of trouble trying to complete my project in yours or any community, and I would look to areas where I could receive the support I need.

I have enjoyed working in Santa Barbara County in the past and hope to get back there as often as possible. I hope you will continue to welcome me and my fellow image makers through the support provided through your film commission.

Thank you,

Clay Dodder

Producer

Clay Dodder Productions

CC: Geoff Alexander, Santa Barbara County Film Commissioner

Clay

Clay Dodder  
Clay Dodder Productions  
Office 310-315-1800  
Fax 310-315-1831  
Cell 310-729-0665  
[clay@claydodderproductions.com](mailto:clay@claydodderproductions.com)  
<http://www.claydodderproductions.com>

## Geoff Alexander

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**From:** Laura Matteson <lauramatteson@mac.com>  
**Sent:** Thursday, June 02, 2011 11:23 AM  
**To:** Geoff Alexander  
**Subject:** Santa Barbara Film Commission

Hey Geoff, I am resending, I added another sentence, last sentence in paragraph 2.  
Still seems a little clumsy, but hope this helps.

Please let me know if you need me to forward this one. I am away from my computer the rest of the day, but can do it tonight.

Laura

Dear Supervisor,

I am writing to you regarding the upcoming discussions about budget cuts which threatens to eliminate the Santa Barbara County Film Commission. It is my understanding that film production has had a major economic impact on local merchants and businesses. Why would you want to stop this?

I have been a location manager since 1982, and have had the privilege to work on many major motion pictures. Some of which were shot in the County of Santa Barbara. These include Pirates of the Caribbean 2/3, Hidalgo, It's Complicated, as well as smaller productions like commercials for Geico. Without the aid of your Film Commission it is quite possible these productions would not have been filmed in Santa Barbara.

In the past when your Film Commission was non-existent, the experience of scouting Santa Barbara was extremely frustrating, and lacking information that could help in a timely manner. Martine White changed all that. You finally developed a film commission that cared about the film industry. That torch was passed to Geoff Alexander, who has also been a great source of information for me while scouting on my projects. I am sure your research will show how much film activities have increased during these years.

The first call one makes to research potential filming locations is to the Film Commission, whether it be in Santa Barbara or New York or Prague. Without proper representation in your county (concerning locations, support services, available hotels, crews, etc.) the film inquiries will stop. In this time of incentives being offered from all over the United States as well as the world, we need to try to encourage filming in California. Santa Barbara will certainly lose that opportunity if there is not a Film Commission.

It is a trying time in this economy. I imagine your task in balancing budgets is daunting. But please consider the overall big picture. California did not respect or recognize the impact of film production in refusing to offer incentives until the damage to our film production became so bad, the effects in our economy will be difficult to recover from.

You have a film commission that has proven to increase film production, which increases economic revenue. Please do not underestimate the importance of having a Film Commission, not only for the increase in economic benefits, but also in expressing a desire to welcome filming.

Sincerely,  
Laura Sode-Matteson

Laura Sode-Matteson  
Location Manager  
Cell: 818/383-0427  
Fax: 818/895-2562  
[lauramatteson@mac.com](mailto:lauramatteson@mac.com)

# SMUGGLER

May 27<sup>th</sup>, 2011

**Santa Barbara County  
Board of Supervisors**  
105 East Anapamu Street  
Santa Barbara CA 93101

Dear Board of Supervisors,

It has been brought to my attention that the Santa Barbara Film Commission is in danger of being cut from the County's 2012-2013 budget. As the Executive Producer at Smuggler, one of this country's top commercial production companies, I am writing to express my objection to this possibility and to show my strong support for the SBFC. Awarded 2010-2011 "Production Company of the Year" by several leading industry magazines and award shows, Smuggler has also brought home the coveted Cannes Lions Grand Prix, the Palme D'Or, Hugo Award and an Emmy amongst other accolades. Much of what Smuggler has achieved has been made possible thanks to the help and guidance from production vendors and film commissions around the world.

Aside from the substantially positive economical impact that media production provides the community and local businesses, Santa Barbara has become a valuable asset to our company. Recently Smuggler was successful in winning a piece of business due in large measure to the locations that the County of Santa Barbara was able to offer. This particular pitch was for two beautiful narrative commercials for Starbucks. Due to an unusually small budget, we were unable to travel the crew out of the country to the coffee fields of South America. Upon researching coffee production around the world, we decided on a coffee field in Santa Barbara as the ideal location for the shoot.. The farm was not only beautiful, but it was very convenient and cost effective for this particular job. Had it not been for the SBFC, its resources and vast local production knowledge, Smuggler would not have been able to produce this spot and we, therefore, would not have won a piece of business that has since proved to be a pivotal job for our up-and-coming director, Samir Mallal. The final spots, currently on air, also beautifully highlight the natural resources of the area, further serving the your community.

Smuggler, and many other production companies, would be directly and negatively impacted if the SBFC were to be disbanded. The lack of a local Film Commission would certainly force us to consider shooting elsewhere as local production knowledge is paramount in wining business in the commercial industry and ensuring efficiency throughout the pitching and production processes.

I ask that you strongly consider this plea to keep the SBFC in next year's budget.

Sincerely,



Lisa Rich

## Geoff Alexander

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**From:** Roberta <RLK@RLKenney.com>  
**Sent:** Tuesday, May 31, 2011 4:21 PM  
**To:** steve.lavagnino@countyofsb.org; jgray@co.santa-barbara.ca.us; dfarr@countyofsb.org; jwolf@sbcbos2.org; SupervisorCarbajal@sbcbos1.org  
**Cc:** Geoff Alexander  
**Subject:** Sewickley Creek Productions and Santa Barbara

Dear Supervisors,

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. I'd certainly be sorry not to have a functioning commission available for help in production. I have a feature in development that originally required a ten day shoot in Oregon, with the balance in New Mexico because of its incentives. We began to feel, however, that the coastline up into Goleta would serve our purposes just as well, and keep us closer to home, reducing travel costs for cast and crew and equipment expense.

Being able to be that close to LA means a cast and crew of about 24 people for that length of time for food, lodging, local casting, and assorted other expenditures. Not having access to commission staff to help us do what needs to be done ahead of time (permits, locations) and during production, means I have to do the research myself, send crew ahead to handle location issues, assign crew to troubleshoot during the shoot, and wend our own way through whatever crisis the day to day brings us without any local, knowledgeable assistance. This completely changes how a producer feels about the ease of getting in and out of a region.

Surely, what a shoot like ours can bring in to local revenue more than makes up for the cost of someone on call who knows what we need and can help us achieve our goals.

Please reconsider cutting the film commission's budget. It's a small investment compared to the return it brings to you. It's crazy not to keep it going.

---

Roberta L. Kenney  
818-209-1292 cell

# ie INLAND EMPIRE FILM COMMISSION

A division of the Inland Empire Economic Partnership

**Staff:**

June 1, 2011

**Sheri Davis**  
*Director*

Supervisor Steve Lavagnino  
Santa Barbara County Board of Supervisor  
105 East Anapamu Street  
Santa Barbara, CA 93101

**Dan Taylor**  
*Deputy Director*

**Associations:**

Dear Supervisor Lavagnino:

*Bureau of Land  
Management*

As a regional film commissioner for the Counties of Riverside and San Bernardino, I am writing to you directly because of my concern that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. I am confident that media production is an important economic driver in Santa Barbara County and speaking from 16 years of experience working with production, a professional experienced film commissioner film office is key to the success of filming in Santa Barbara.

*City of Barstow*

*City of Big Bear  
Lake / Big Bear  
Lake Film Office*

The Industry will scout and film where they are welcome and Geoff Alexander has made certain that Santa Barbara has the Welcome mat out. While I understand there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an agency which in fact generates revenue for the County.

*City of  
San Bernardino*

*City of Temecula*

I know there are extraordinarily difficult choices to make given the County's overall shortfall in revenues - but it is logical to fund the Film Commission who actually generates more business and infuses MORE money for the County in retail and bed tax revenues.

*County of Riverside*

*County of  
San Bernardino*

I am confident that your hotels know the value of production when it is in town as they fill hotel rooms usually during slow times, off season and mid-week. We also impact a number of businesses that you may not realize such as car washes, dry cleaners, florists, equipment rentals and the list goes on. The Film Commission under Geoff's leadership has been pro-actively engaged in the promotion of film, TV and commercial photography media projects on behalf of Santa Barbara County.

*Film Liaisons In  
California Statewide  
(FLICS)*

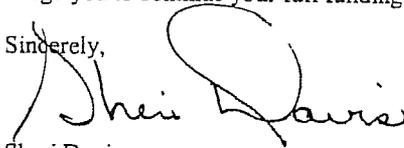
Media productions generate publicity for any area and engage viewers and draws tourists from all of the world to Santa Barbara....i.e. I am well aware of the loss of "Sideways" to my region but delighted that it stayed in California and Santa Barbara County.

*High Desert  
Film Alliance*

I urge you to continue your full funding support of the Santa Barbara County Film Commission.

*Inland Empire  
Small Business  
Development Center*

Sincerely,



Sheri Davis  
Director  
Inland Empire Film Commission

*Palm Springs  
Film Alliance*

*U.S. Forest Service  
-Montaintop Dist.  
-San Jacinto Dist.  
-Front Country Dist.*

## Geoff Alexander

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**From:** Richard Dallett <richard@dallett.com>  
**Sent:** Tuesday, May 31, 2011 8:34 PM  
**To:** jgray@co.santa-barbara.ca.us  
**Cc:** Geoff Alexander  
**Subject:** SB Film Commission

Dear Supervisor Gray,

I'm writing to encourage you to avoid defunding the Santa Barbara Film Commission. Apparently the supplemental funding that has been given to the Film Commission in the past is in jeopardy of getting cut. It seems both counter-intuitive and counter-productive to cut a service that actually brings more revenue to the county than it costs. Despite anecdotal evidence that suggests that promoting the area is generally beneficial in many ways to the overall economy, what other argument does one really need other than to say that the Film Commission is a money maker. Please continue funding for the Santa Barbara Film Commission.

Sincerely,

**Richard Dallett**  
**Director of Photography**  
*826 Dolores Drive*  
*Santa Barbara, CA 93109-1612*  
*(805) 895-9100*

## Geoff Alexander

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**From:** Mia Baker <miabaker@sbcglobal.net>  
**Sent:** Wednesday, June 01, 2011 4:54 PM  
**To:** SupervisorCarbajal@sbcbos1.org  
**Cc:** Geoff Alexander  
**Subject:** SB Film Commission

Dear Supervisor,

5/31/11

I am writing to you in regards to the County's upcoming budget deliberations. I understand that there is some discussion about making cuts to the supplemental funding which has in the past been given to the Santa Barbara County Film Commission. While there are pressures on the County to make cuts in order to reduce spending, I believe it would be a mistake to defund an agency that in fact generates revenue for the County.

I have been a makeup artist in the film industry for over 15 years. I have been commuting to Los Angeles for many of those years from Santa Barbara. My services have been listed on the Santa Barbara Film Commission website for years and has brought me substantial work in the county. I work as a "local" which saves the production company money yet generates income to local people. The film Industry and Media Production is important in Santa Barbara. Many actors, producers, directors and crew members live and/or retire in the beautiful town. There has always been support from the community in all aspects of the film industry which generates money and tourism to its local business owners as well as the city itself.

It would be a shame to defund the SBFC as it would encourage production companies to look elsewhere to shoot commercials, television, print advertising and movies of all sizes. It does not make any sense to defund a program which brings positive economic growth to our city.

Thank you for your time and consideration,

Best Regards,

Mia Baker

Makeup artist

[miabaker@sbcglobal.net](mailto:miabaker@sbcglobal.net)