

## Memorandum



CITY OF DALLAS

**DATE** April 1, 2011

**TO** Members of the Economic Development Committee:  
Ron Natinsky (Chair), Tennell Atkins (Vice-Chair), Jerry R. Allen,  
Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

**SUBJECT** **It's Not All Show....It's Business Dallas Film Commission**

On Monday, April 4, 2011 Economic Development Meeting, you will be briefed on Its Not All Show...Its Business Dallas Film Commission. A copy of the briefing is attached.

Should you have any questions, please contact me at (214) 670-3314.



A.C. Gonzalez  
Assistant City Manager

C. The Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Deborah Watkins, City Secretary  
Tom Perkins, City Attorney  
Craig Kinton, City Auditor  
Judge C. Victor Lander, Administrative Judge Municipal Court  
Ryan S. Evans, First Assistant City Manager  
Forest Turner, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Karl Zavitkovsky, Director, Office of Economic Development  
Hammond Perot, Assistant Director, Office of Economic Development  
Helena Stevens-Thompson, Assistant to the City Manager

# It's Not All Show... It's Business!



*City of Dallas, Office of Economic Development*

# What is a film commission?

- **The “Agent” for Dallas.** Represents the area to the film & creative media industries.
- **Official liaison.** Bridges the gap between the community, government and filmmakers/content creators.
- **Advocate.** Works to garner support and understanding of the industry throughout the community in many different ways.
- **Marketing arm.** Sell the area and its resources in order to attract film, TV and related production.
- **Resource provider.** Our strongest marketing tool has long been our large and diverse crew & talent pools as well as locations and infrastructure.
- **Economic developer.** Our newest role in today’s global economy.

**Our Role...**

**311 & 911  
for filmmakers**

## **What makes up the Film/Creative Media Industries:**

- Feature Films
  - Studio
  - Independent
  - Animated
  - Short
  - Student
- Television
  - Shows & Series
  - Made-for-TV Movies
  - Sports & Specials
  - Documentaries
- Corporate/Industrial Videos
- Live events with video
- Commercials
  - Television
  - Internet
  - Infomercials
- Music Videos
- Music & Sound Recording
- Commercial Still Photography
- Video Game Development
- Internet webcasts & podcasts
- Talent - screenwriters, crew, technicians, actors & performers
- Agents & Agencies – Ad, PR, Literary, talent, etc...

**It's all this and more... the creative industries are continually growing, changing, morphing and converging.**

# Why Should we be Involved?

## It's Economic Development

- **Creates JOBS**

- “The Good Guys” had approx. 285 individuals on payroll per day of filming. Includes crew, actors, extras & police.
- Reel FX Creative Studios employs over 250 individuals

- **Economic Vibrancy**

- One TV commercial can easily spend \$100k-\$300k on average
- One episode of a major TV series can spend \$1m+/- in spending
- Spending goes everywhere.
  - “The Good Guys” had 110 primary vendors and that only covers those that they had accounts with. Many more received business.

- **High ROI**

- Known and tracked Dallas film industry business has the fiscal and economic impact of a new high-rise, downtown office tower.
- DFC had a 3 person dept. with a budget of \$280k in FY '09-'10.
- FY '09 -'10 estimated tax impact of \$2.75m.

## **Plus ...**

- **Free Exposure in the Media**
  - **Generates “buzz”**
  - **Star spotting increased business in local hotels and restaurants they frequented**
  
- **Promotes tourism and other business**
  - **People want to visit, do business and live in places they see on screen.**
  
- **Promotes civic pride.**
  - **The Dallas Observer named Dan Stark (Bradley Whitford’s character in “The Good Guys”) “The Best Hero of 2010”.**
  - **Locals love playing “where did they shoot that” and seeing their property on TV.**

## **Recent Changes**

- **In past years...**
  - **The Dallas Film Commission was created as a department of the Dallas Convention & Visitors Bureau in Oct. 2002.**
  - **In FY 2009, DFC moved to City of Dallas, Office of Economic Development.**
  
- **Under the City of Dallas**
  - **Configured an internal team**
  - **Created new relationships with developers, entrepreneurs and businesses.**
  
- **At the state level**
  - **The current incentive program kicked in.**



## What's New in our Toolbox....

- Access to the people who can make things happen.
- Better service through improved internal coordination and communication.
- Leveraging City properties.
- Ability to create new infrastructure – 2901 S. Lamar Studio, and more on the drawing table.
- New website – [www.dallasfilmcommission.com](http://www.dallasfilmcommission.com)
- Reel-Scout – location, project and contact management system.

# It's working:

*“Shooting in and around Dallas has made “Prison Break” quite simply one of the most visually arresting dramas on television.*

*Within minutes of leaving the city proper, we can find the most incredible variety of ‘looks’, and the main streets of anytown, U.S.A.*

*We could never have made the move (to Dallas) without the resources of the city’s deep talent pool and crew base and its competitive rates. It’s a ‘win’ for all Involved.”*

*-Gary Newman and Dana Walden  
Twentieth Century Fox Television Presidents*



***Prison Break***

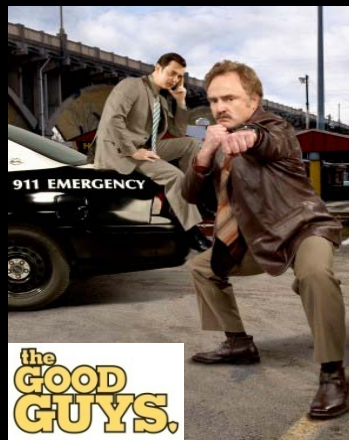
# Last Year's Success Story

3 - Network television pilots with series pickups  
\$73.6m in Direct Spending, \$169.2m Economic Impact



**NBC**

by Warner Brothers  
20 Episodes shot, 18 aired  
\$38m Direct Spending  
\$87.4m Economic Impact



**FOX**

by Fox TV Studios  
20 Episodes shot & aired  
\$24.5m Direct Spending  
\$56.3m Economic Impact  
+ Bonus  
Set in Dallas

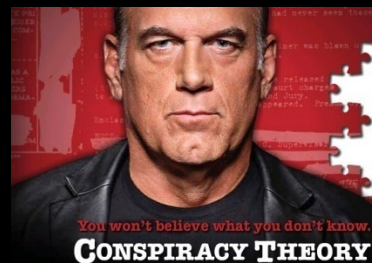
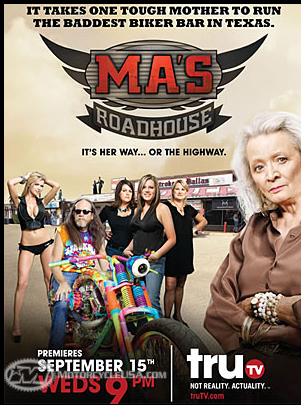


**FOX**

by 20<sup>th</sup> Century Fox TV  
6 Episodes shot, 2 aired  
\$11.1m Direct Spending  
\$25.5m Economic Impact

# And there were these,

# and more...





# Last Year's Successes

## Continued....

- 107 - Commercials - \$21,757,061 (10 animated)
- 21 - Feature Films - \$11,841,658 (3 animated)
- 67 - Television Series/Reality Shows - \$69,995,158
- 13 - Video Games - \$20,019,045
- 42 – Still Photo shoots - \$1,310,000
- 11 – Documentary - \$1,065,000
- 14 – Industrials - \$705,000
- 8 – Music Videos - \$480,000
- 29 – Other - \$2,576,474

**FY '09-'10 – 320 Total Projects**

**\$129.8m - Direct Spending**

**\$298.5 - Economic Impact**

# The Challenges & Opportunities Continue....

What we need to keep doing:

- State Incentive Program is crucial
- Further strengthen communication
  - Internally
  - With our customers
- Leverage our assets wisely
- Make sure our current clients have good experiences, success breeds success.

# This Year So Far....

2 - Major television pilots with plenty of buzz  
Both set in Dallas with high potential of series pickups



"GCB" (working title)  
By ABC Studios

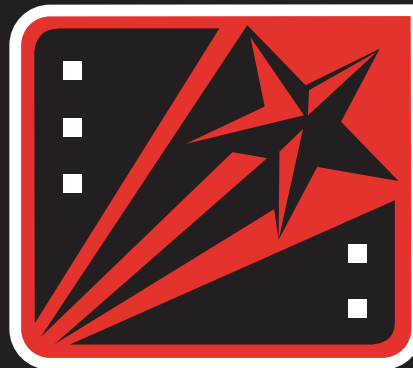


"Dallas"  
by Warner  
Horizon Television

**\$7m – Est. Direct Spending**

**\$16m – Est. Economic Impact**

DALLAS



FILM COMMISSION

*It's not all Show...  
It's Business!*

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