



MARKETING PLAN

“Bringing the American Riviera® to Life”

Fiscal Year 2007 – 2008

July 1, 2007 – June 30, 2008

Film Commission 2007-2008

Overview:

Santa Barbara County continues to be a strong competitor for filmmaking, now ranked 12th of 58 counties statewide, per the Motion Picture Association of America (MPAA). The Film Commission provides guidance with permits, locations, crew referrals, lodging and more.

Using an economic multiplier, the economic impact of filming activity is estimated at \$40 million. For every dollar spent on permits, lodging and equipment vendors, an additional \$2.50 is spent on local merchants for expenses such as gas, restaurants, souvenirs, hardware, massages, clothing and sales tax. Additionally, these lucrative, no-polluting shoots are generally low-impact, mid-week and off-season.

Out-of-state companies comprise 70% of the City of Santa Barbara's clients. Although they are mainly low-budget shoots – catalogs, industrials and reality television – they come back year after year, sometimes twice a year, and stay for one to four weeks (70-280 room nights each visit!)

Thanks to our online *Virtual Santa Barbara* photo library, we can work more effectively. Our massive library enables them to pre-scout Santa Barbara efficiently and comprehensively, from their home or office internet connection.

It's also a great marketing tool for out Los Angeles scouts, who account for 55% of Santa Barbara County clients. Based on our close proximity to L.A., location scouts routinely drive up for the day, looking for winding roads, vineyards, Spanish architecture, beaches and mansions.

Goal: Generate a minimum of \$15 million in economic impact from filming activity

Strategic Initiatives:

Strategy A: Industry Outreach

We strive to make Santa Barbara County “top of mind” for our clients, thereby increasing location scout traffic and production county-wide.

- Attend industry tradeshows to make new contacts, bond with existing clients, and promote Santa Barbara to a large audience quickly and effectively.
 1. AFCI Locations Tradeshow, April 2007
 2. California Only (FLICS Studio Execs event), April 2007
 3. CineGear Expo, June 2007
 4. California On Location Awards how (COLA), October 15, 2006
- Assist Film Liaisons in California Statewide (FLICS) with their Marketing Committee to promote California and Santa Barbara worldwide.
- Assist California Film Commission (CFC) with their marketing efforts, and update Santa Barbara locations on their *Cinemascout* web location library. In addition, attend CFC board meetings in Los Angeles, networks with state CFC legislators, and keeps abreast of issues. Procure CFC lists of current feature and commercial studio executives to assist with marketing programs.
- Arrange Site Tours for major clients and the Location Managers Guild of America. Maintain a positive perception of Santa Barbara on the Location Managers' *Locolist* e-mail chat list, often

used to discuss whether a specific film commission is helpful. Educate them so that they will continue to suggest Santa Barbara locations to on another.

- Make Sales Trips to major studio production executives to build Santa Barbara's visibility.
- Create Scrolling Photo Banner for booth.

Strategy B: Website & Collateral

Increase Web Traffic by developing incentives to bring more scouts to www.filmsantabarbara.com. Maintain and upgrade website software and maintenance tools, keeping abreast of web technology trends.

- Maintain web-based Production Guide. Enable clients to easily search, access, and print sections for Crew, Permits, Resources, etc. With big productions, offer to print & bind 10-30 Productions Guides for advance planning by department heads.
- Expand *Virtual Santa Barbara* – the online Location Library (10,000+ photos) by 10%. Continue to offer our popular “Wine for Pix” program to Location Scouts who give us photos. We received 2000+ photos from Scouts last year.
- Maintain the *Agricultural Advisor & Crop Growth Chart*.
- Maintain the *Santa Barbara Permit Zone Chart* (a reference sheet of 25+ cities and permitting agencies countywide, based on the *Los Angeles Permit Zone Chart*). Include contacts, special provisions, and fees for permits, police, and fire safety officers (FSO's).

Strategy C: Respond rapidly to Film Inquiries by promptly handling production calls, e-mails, walk-ins and FLICS Location Requests.

- Respond to Film Inquiries within two days, preferably within two hours. Respond to location requests with specific links to our online photo library. Encourage clients to scout with me live and virtually, over the phone, especially with non-specific, conceptual scouting (i.e., an elegant and rustic location, or arches). Assist with permits, crew, casting, etc.
- Maintain client research materials and collateral. Distribute *Looks Are Everything* location brochure, *Meeting & Event Planner Guides*, phone books, *Visitor Guides*, County and City maps to Scouts and Production Companies. Keep current film directories, such as the *L.A. 411* and *NY 411* on-hand as a resource for local filmmakers. Promote lodging under the www.filmsantabarbara.com Accommodations tab (links to Accommodations on the CVB site). Create awareness of local vendors via our online Resource & Equipment sections.
- Direct Mail Film Packets to 50+ clients annually. This includes the *Looks are Everything* location brochure, *Agricultural Advisor & Crop Growth Chart*, *Permit Zone Chart* (cheat sheet), *Locations Newsletter*, *LP Film Tour Guide*, *Culinary Guide*, *Visitors Guide*, *Meeting & Event Planners Guide*, *County Map*, *Santa Barbara City Map*, and *Vintners' Wine Country Map*.

Strategy D: Communications

- E-mail a tantalizing Movie Tourism article about our region every six weeks.
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Strategy F: Support Film Events to increase Santa Barbara’s visibility as a filming location, and to enhance tourism. Assist Media with film-related stories about Santa Barbara.

- Promote Santa Barbara Film Festivals in our mailings & e-mailings to locals and clients, in our online Film Calendar of Events, and on the California Film Commission’s Film Festival Calendar. Provide Film Commission collateral for VIP amenity bags.
- Bolster Movie Tourism by promoting locally made movies, such as *Sideways*, through premieres, movie tours and movie maps. Provide Film Commission collateral for VIP amenity bags.
- Provide 24/7 media access by maintaining an online Press section of film newsletters, Santa Barbara film history and credits, economic statistics, local filmmaker articles, etc. Also maintain a Film Chronology of county locations (including catalog, commercial and feature shoots), to lure media coverage of our growing film industry. Assist CVB Communications Manager with Film Press Releases about local movie shoots.

Strategy G: Local Outreach

- Give Community Film Presentations to Chambers, CVB’s, and Directors of Sales. Create a more film-friendly environment through countywide education about the economic and PR benefits of filmmaking. Encourage them to use Film Commission resources and guidance. Explain the Filming Guidelines for Members manual.
- Update Economic Impact of Filming for Santa Barbara County
- Oversee production of *The Weekly Film Newsletter* to 1200 locals (including Chamber and Permit representatives), in partnership with the Alliance for Creative Commerce.
- Arrange meetings with County permit officers and local industry to address filming issues.
- Encourage Permit Streamlining by working with city permit representatives and local industry. Develop unified and shorter permit applications. Assist Santa Barbara City in developing a one-stop permit stop, similar to the County set-up. Aid the County in developing an online permit application that could be used for all city and County agencies countywide. Start using online payment services, such as PayPal.
- Assist in developing Economic Incentives for the City and County with the Alliance for Creative Commerce and local legislators. Forward related news articles and research to policy makers and the ACC Board. Increase government and permit agency awareness of low-cost permit fees of competitors (San Diego, Palm Beach, Maui, and Savannah charge \$0 for permits and parking fees). Attend seminars on Economic Incentives.

Strategy H: Promote tourism by extending Client stays, and increasing repeat visitation. Provide information about area activities, culture and packages.

- Provide visitor, film collateral, and amenity bags (handled by the Sales department) to all large productions. Upon request, supply to smaller, high-end shoots, and to VIPs at local film festivals and film events.
- Enhance Movie Tourism by maintaining a Film Chronology of Santa Barbara locations (including catalog, commercial and feature shoots), to assist with movie location tours. Encourage the combination of these tours with other tourism tours (culinary, wine country, adventure, etc.).
- Maintain an online Film Calendar of Events, and Santa Barbara Film Festival Calendar. Also update the Santa Barbara section of the California Film Commission’s Event Calendar.