



FILM COMMISSION

Villy Wang
President

December 16, 2024

Jack S. Song
Vice President

Dear Honorable Mayor-elect Daniel Lurie and Board of Supervisors:

Jim Beaumonte
Commissioner

The San Francisco Film Commission is writing on behalf of the more than 4,400 SAG-AFTRA members, 700 IATSE film and television technicians, and 400 Teamsters drivers and location managers and all the local filmmakers, businesses and media making stakeholders who live and work in San Francisco and the Bay Area.

Claudine Cheng
Commissioner

We request your support in modernizing the *Scene in San Francisco* production incentive program to respond to the current competitive incentive based production environment. The current *Scene in San Francisco* program was implemented in 2006 and has been successful in rebating over \$7 million to productions shot in San Francisco and generating over \$68 million in revenue for San Francisco.

Tony Delorio
Commissioner

Franco Finn
Commissioner

While the program has been successful, it is nearly two decades old and no longer positions San Francisco to compete with other regions for film production revenue. The current program only offers rebates to city departments, capped at \$600,000. Producers cannot budget for city expenses upfront, and the program lacks incentives for spending or hiring locally. Finally, commercials are ineligible under the current program.

Kate Goldstein-Breyer
Commissioner

Roberto Hernandez
Commissioner

We support the recommendations introduced by Film SF, the official film office of City and County San Francisco, under the leadership and guidance of Executive Director, Manijeh Fata. Here is a summary of the recommended changes to the *Scene in San Francisco* production incentive program that are being proposed:

Erin Kahn
Commissioner

Devanshu Patel
Commissioner

[Placeholder: Will add specific details once they are final]

Carolyn Tyler
Commissioner

Second only to Los Angeles, the Bay Area is a major film and television production center, boasting significant media companies like YouTube, Dolby, Google, Pixar, and Lucasfilm that contribute to the vibrancy of the local industry.

OFFICE STAFF
Manijeh Fata
Executive Director

San Francisco's film production activity is rebounding significantly, playing a key role in the city's economic recovery. According to Film SF's Impact Report, which covers fiscal year 2023-2024:

Sofia Alicastro
Deputy Director

Mark Hogains
Production Manager

- Since the *Scene in San Francisco* program began, **productions have spent \$12.74 locally for every dollar rebated.**

Ismael Castillo
Senior Production
Coordinator

- Filmmakers spent **126** days shooting features in San Francisco, a **5X** increase than the previous year.

Zoe Halsne
Senior Production
Coordinator/
Commission Secretary



- Moreover, the city hosted **232** productions, which contributed an estimated **\$19.5 million** to the local economy, including hotel stays from the production team.

Recently Ted Danson, star of the hit Netflix series *Man on the Inside*, praised San Francisco's support during filming. While this progress is encouraging, San Francisco faces increasing competition from other national and international filming destinations.

For the above reasons, we unanimously recommend that the City and County of San Francisco modernize and strengthen the *Scene in San Francisco* program to capitalize on our production momentum. The recommended incentives will attract more projects, generating thousands of jobs for San Francisco and the Bay Area and significant revenue for local businesses, while supporting tourism and the hotel industry, and further elevating the City's global image.

Sincerely,

A handwritten signature in black ink, appearing to read "Villy Wang".

Villy Wang
President
SF Film Commission

A handwritten signature in black ink, appearing to read "Jack Song".

Jack Song
Vice President
SF Film Commission