

**FILM  
SF**

**IMPACT REPORT  
FISCAL YEAR 2023-2024**



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# INTRODUCTION FROM SF MAYOR LONDON N. BREED

The magic of television, commercials, and film isn't just about captivating stories and stunning visuals—it's one of the major driving forces behind San Francisco's economy and independent spirit. The film industry does far more than entertain: it continues to fuel the road to economic revitalization, shaping our global image, providing a catalyst for job creation, and shining a beacon on our City's resilience.

The film industry's direct economic output this past fiscal year of over \$23 million is a testament to its profound impact and pivotal role in our City's economic regrowth. When a production sets up shop in our City, it generates a ripple effect of economic activities. Local businesses thrive as productions frequent our restaurants, stay in our hotels, and utilize our diverse City venues.

When audiences see San Francisco on screen, they witness our diversity and unwavering commitment to innovation. These stories have the power to change minds and hearts, inspiring people to visit our City, invest in our businesses, and contribute to our community.

We are immensely proud of the rich ecosystem of film and media organizations that call San Francisco home. From the dozens of renowned organizations including BAVC Media, Center for Asian American Media (CAAM), Frameline, Independent Television Service (ITVS), and SFFILM to iconic theaters like the Roxie and Castro theaters, our City boasts a robust and dynamic support system for filmmakers. The stories these artists make inspire people to visit, invest, and become part of our vibrant history.

I want to highlight the record number of five productions that utilized the **Scene in San Francisco Rebate Program**—the most productions in a year since 2013! We are incredibly excited to have supported these important stories and look forward to seeing our beautiful City on screen and some of our neighborhood gems highlighted for the world to see. In addition to feature films, NBC's upcoming television series *A Man on the Inside* starring Ted Danson and Stephen McKinley Henderson is set in San Francisco, and I was able to visit the shoot at the legendary Oracle Park, home to our San Francisco Giants.

It was thrilling to see the amount of work that goes into these types of productions, and I knew they were in good hands with the Film SF team.

I am committed to ensuring that our film industry thrives. We will continue to entice filmmakers to our cinematic City and support our local arts and media organizations, nurturing homegrown talent while attracting larger productions to San Francisco. I applaud the leadership and collaboration from Film SF, the San Francisco Film Commission, our local film and media organizations, and all those who contribute to the magic of movie-making in our City. Together, we will continue to write the next chapter in San Francisco's cinematic legacy, ensuring that we remain a global hub for creativity, innovation, and storytelling for generations to come. Let's keep the cameras rolling!

Sincerely,



London Breed  
Mayor, City and County of San Francisco



Mayor Breed at the 2024 SFFILM Festival Opening Night.  
Photo courtesy of Tommy Lau.

# WHY FILM IN SAN FRANCISCO



On the set for the commercial *It All Starts Here*. Photo courtesy of Brett Simms.

San Francisco's 49 square miles encapsulate so much and is never simply a backdrop.

With a deep and rich history of innovation, our unique City by the Bay has access to ocean, desert, mountain, woods, urban environments, and more. Filming here leaves storytellers endlessly inspired. Our multifaceted landscape and world-recognized architecture remain in people's minds long after they have left.

San Francisco has a long history of pioneering, inclusivity, and progressiveness. We are a City that provides a strong film incentive within a state that offers a robust film tax credit. Our hard-working and seasoned local crew and talent pool are truly exceptional. We are at the cutting edge of technology and innovation and our myriad locations and partnerships make us an incredibly attractive region to film in. We champion new voices, fresh perspectives, socially relevant stories, groundbreaking work, and emerging talent. Artists and artmaking is in our DNA.

“ San Francisco's iconic parks and public squares hold a magic that transcends words. Showcasing these natural treasures through film allows us to share their awe-inspiring beauty with the world, inviting everyone to experience the City's unique mix of nature and urban charm. From *Vertigo* to *The Joy Luck Club* to *Mrs. Doubtfire* to *Milk*, people across the globe have fallen in love with San Francisco's many faces, from mysterious and moody to culturally rich and endlessly playful.”

**Philip A. Ginsburg**  
General Manager,  
San Francisco Recreation and Park Department

As a filming destination, San Francisco provides a unique juxtaposition of a small town feeling balanced with an expansiveness. There is unparalleled access to an array of neighborhoods that are minutes away from epic naturascapes like Golden Gate Park, which houses the de Young Museum and California Academy of Sciences as well as the Presidio, home to the Catapult Film Fund, The Redford Center, LucasFilm, and Industrial Light & Magic. With an unmatched variety of filming locations, San Francisco truly is a storyteller's dream come true.

[San Francisco On Screen Where Famous Films and TV Shows Were Shot Around the City](#)





Photos courtesy of SF Travel.

“Travelers from all over the world are often first inspired to visit San Francisco after seeing the City’s incredible icons, neighborhoods and natural beauty captured on film. The City is a scene-stealer, and its most famous landmarks immediately signal ‘this is San Francisco’.”

**Anna Marie Presutti**

Interim President & CEO, San Francisco Travel Association

“Film SF has been an invaluable partner in showcasing the rich cultural fabric of our City through film. The War Memorial has been proud to support their efforts by providing key filming locations and production office space for feature films. The economic impact of these projects, bolstered by Film SF’s **Scene in San Francisco Rebate Program**, underscores the significance of their work. Our collaboration has not only enhanced the production experience but has also reinforced San Francisco’s standing as a premier destination for filmmakers.”

**Kate Sofis**

Managing Director, San Francisco War Memorial & Performing Arts Center

# LIGHTS, CAMERA, ECONOMIC IMPACT



On the set for the commercial *If All Starts Here*. Photos courtesy of Brett Simms.

The production activity we saw this fiscal year reinforced what we know to be true—storytelling has a significant economic impact and San Francisco is a hub for storytellers. A total of **232** productions, encompassing television, film, photography, and commercials, infused the local economy with more than **\$23 million** in revenue. The economic footprint extended beyond direct revenue generation. These productions accounted for an estimated **4,022 hotel nights**, contributing to the hospitality industry’s recovery and showcasing San Francisco’s appeal as a destination for both cast and crew. Furthermore, **506** production shoot days translated to sustained economic activity, benefiting local businesses including but not limited to catering companies, equipment rental providers, transportation services, and others.

San Francisco’s commitment to attracting productions is evident in its **Scene in San Francisco Rebate Program**. This incentive played a crucial role in securing projects this year alone such as *Lady Champagne*, *Dos Lados*, *Splash City*, *Project Brick Breaker*, and *Josephine*. These productions, among the other hundreds of projects we facilitated, not only contributed to the overall economic impact but also enriched the City’s cultural tapestry through diverse storytelling. The **Scene in San Francisco Rebate Program** empowers San Francisco to compete effectively with other cities vying for productions. The program enhances the City’s attractiveness as a filming location, stimulates economic growth, and strengthens San Francisco’s reputation as a creative and collaborative environment.

Our iconic landmarks, diverse neighborhoods, and natural beauty are showcased on screens around the world, enhancing our global visibility and appeal. This exposure

attracts tourists, businesses, and talent, further bolstering the local economy. The data from the most recent fiscal year shows the substantial revenue generated, and the ripple effects on various industries, demonstrate the industry’s vitality. Our incentives are a necessary tool for attracting production, ensuring the City remains competitive in the global marketplace. By nurturing its creative ecosystem, San Francisco positions itself for continued economic growth and cultural enrichment in the years to come.

“ San Francisco isn’t just a backdrop; it’s a character in the story. The City’s energy and spirit infuse every production, creating an authenticity that resonates with audiences. *If All Starts Here* was a tribute to the City... where it’s been, where it is and where it is going... it all starts here.”

**Brett Simms**  
Producer & Director of Photography

[Treasure trove of San Francisco movie locations revealed in new app](#)





Photo courtesy of SF Travel.

## The best films set in San Francisco

**YARD  
BARKER**

“ Film productions in San Francisco always showcase the City’s iconic landmarks and diverse neighborhoods but also generate significant economic boost to both large and small businesses. The presence of film productions allure residents and visitors alike, energizes tourism, and creates opportunities for merchants to collaborate with the entertainment industry, fostering a mutually beneficial relationship that enhances the City’s vibrancy and economic vitality.”

**Masood Samereie**

President, San Francisco Council of District Merchants Association



On the set of a Canyon Road production. Photo courtesy of Mike Raziano.

“ San Francisco’s beautiful historic neighborhoods, jaw-dropping vistas, and iconic architecture offer fantastic opportunities for film production to showcase our world-class City on the big screen. This not only reminds the world of our unique charm but also boosts the local economy, infusing The City with the resources it needs to transition into a new era. Embracing production activity in San Francisco helps preserve its cultural heritage while driving economic growth.”

**Marisa Rodriguez**

CEO, Union Square Alliance

# OUR WORK



On the set of a Hummer commercial. Photo courtesy of Film SF.

Film SF is the official film office for the City & County of San Francisco, a division of the Office of Economic and Workforce Development. Film SF and the San Francisco Film Commission champion filming in San Francisco to support a diversity of storytellers and our thriving production community. Our vision is a City that embraces and invests in storytellers and entices productions to call San Francisco their home. Our work is guided by five key priority areas:

1. **Facilitating Production Activity** #SetHereStayHere
2. **Community Engagement** #SpotlightOnSanFrancisco
3. **Marketing** #SceneInSanFrancisco
4. **Workforce Development** #HireSF
5. **Advocacy** #ItAllStartsHere



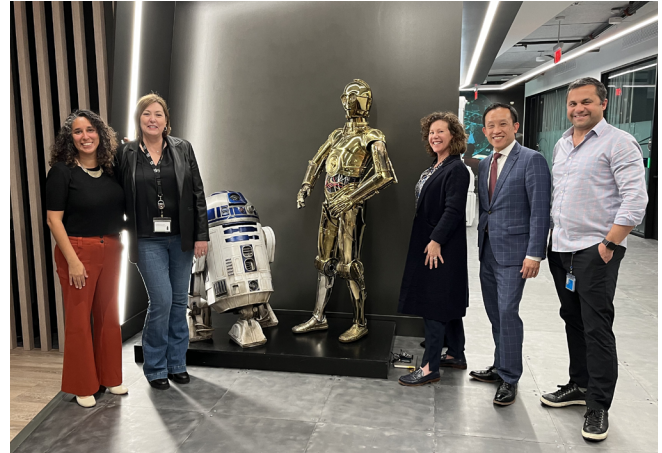
On the set for the commercial *If All Starts Here*. Photo courtesy of Brett Simms.



# FACILITATING PRODUCTION ACTIVITY



Executive Director Fata and Mayor Breed on the set of **A Man on the Inside**. Photo courtesy of Film SF.



Executive Director Fata and City Attorney David Chiu at Lucasfilm. Photo courtesy of Film SF.

**Film SF oversees production activity in San Francisco by facilitating a range of productions, partnering closely with City agencies, and engaging with local businesses, residents, and stakeholders.** This past fiscal year, there were several notable productions and two major television series that selected San Francisco as their backdrop. Our office worked with NBCUniversal on their two upcoming series **A Man on the Inside** and **Mr. Throwback** and provided a seamless experience shooting in our City.

Throughout the year, Executive Director Manijeh Fata engaged with key stakeholders to advance **production stage development in San Francisco**. She fostered collaborations with industry leaders, explored potential sites, and facilitated discussions around partnership

opportunities. Her efforts included meetings with the Chamber of Commerce, Bay Area Council, real estate developers and agents, and other organizations and stakeholders. Additionally, she successfully secured a lease for filmmaker D’Arcy Drollinger’s Oasis Arts studios, which hosted two rebated feature films. Executive Director Fata’s dedication to attracting more productions to San Francisco and developing the necessary infrastructure highlights her commitment to the growth of the City’s film industry.

“ San Francisco is rich with stories, and we’re so pleased to have it be part of Universal Television’s new series, **A Man on the Inside**. It’s exciting when we are able to tap into the local crews, venues and vendors to bring our shows to life in this incredible City.”

## **Veronica Sullivan**

Head of Global Production External Affairs/S&L Government Affairs, NBCUniversal

[Ted Danson Is A Classic Spy in New Mike Schur Comedy Series](#)

**NETFLIX**





On the set of **Mr. Throwback** with cast members Adam Pally and Stephen Curry. Photos courtesy of NBCUniversal.

“ We had the pleasure of shooting several scenes for **Mr. Throwback** in San Francisco. The vendors, the locals, and the City itself created an ideal environment that was so welcoming and accommodating to our cast and crew. This hilarious series is now on Peacock, so everyone in San Francisco who helped bring it to life can check it out.”

**Jerry DiCanio**  
EVP Production Operations, Universal Television

“ As an Italian restaurant institution in San Francisco’s vibrant North Beach neighborhood, Piazza Pellegrini is honored to have been a filming location for NBCUniversal’s **A Man on the Inside**. Being part of a production like this highlights the unique character and charm of our community, and we’re excited to see our beloved spot on screen when the show airs. We look forward to sharing this moment with our patrons and visitors, and we’re proud to continue contributing to the cultural tapestry of our City.”

**Dario Hadjian**  
Owner, Piazza Pellegrini

[New sitcom starring Steph Curry filming in the Bay Area](#)

**AXIOS**





On the set of a John Deere commercial. Photo courtesy of Greenhouse.



On the set of a John Deere commercial. Photo courtesy of Greenhouse.

[49ers quarterback Brock Purdy spotted filming John Deere ad in San Francisco's Bernal Heights](#)



San Francisco Municipal Transportation Agency (SFMTA) on the set of France 5 documentary series. Photo courtesy of Jonathan Kibrick.

“ San Francisco has a lovely filming backdrop with the weather and environment. We always enjoy having productions come to Orphan Andy’s and film in the front dining room or back of the house in the kitchen. We even had an opportunity for my apartment to be a green room, so we got to see the behind the scenes action! The local filming crew are always respectful to our space which creates a great experience for us.”

**Bill Pung**  
Co-Owner Orphan Andy’s



On the set of a Golden State Warriors commercial produced by Even/Odd Productions. Photo courtesy of Ryan Wylie.



On the set of a Cocktail Series LLC production. Photo courtesy of Christie Every.



On the set of a documentary produced by Studio Mao. Photo courtesy of Studio Mao.

“ Filming in San Francisco is like capturing magic on camera, with the City’s dramatic hills, historic architecture, and ethereal fog providing a timeless and captivating canvas for storytelling. Its blend of art, logistics, and diverse backdrops offer endless opportunities for creativity while its dynamic landscape and historic attractions demand meticulous planning. That’s what makes it so beautiful.”

**Chris Friedman**  
Location Manager, Radical Media

# COMMUNITY ENGAGEMENT



Mayor Breed, Commissioner Cheng, and Executive Director Fata at CAAMFest Opening Night Party at the Asian Art Museum. Photo courtesy of Jonathan Hsieh.

## Film SF champions the local film and media industry through cultivating meaningful relationships, creating connections, and investing in our community.

Supporting San Francisco film and media organizations is essential to our work. It allows us to connect with partners and audiences to build invaluable relationships with filmmakers and industry as we promote our incentive and programs. This past year, we continued to champion the local industry in a variety of ways. Film SF attended and presented at **over 25 industry events and screenings**.

In addition to attending film festivals throughout the year, **Film Commissioners provided ongoing ambassadorship** at various industry engagements including Cannes, Ho Chi Minh International Film Festival, Sundance, and more.

[Frameline lights up Castro Street as 48th film festival gets underway](#)

**SF Chronicle**



Executive Director Fata speaking on the Understanding SAG-AFTRA: How to Work with Union Talent panel at Frameline48. Photo courtesy of SAG-AFTRA.



Commissioner Beaumonte, SFFILM Executive Director Anne Lai, Executive Director Fata, and Commissioner Stiker at MVFF 2023. Photo courtesy of Film SF.



Commissioner Tyler, President Wang, Commissioner Finn, and Executive Director Fata at BAYCAT's InFocus Industry event. Photo courtesy of Film SF.



Authors Jelani Cobb and Percival Everett, Director Cord Jefferson, Executive Director Fata, and Commissioner Goldstein-Breyer at City Arts and Lectures. Photo courtesy of Film SF.



Executive Director Fata, Dave Brown, and Commissioner Tyler at Indie Night Film Festival. Photo courtesy of Carolyn Tyler.



Film SF Executive Director Fata participating in a panel at Ho Chi Minh International Film Festival. Photo courtesy of Film SF.

# MARKETING

By promoting San Francisco as a cinematic destination with a thriving film and media ecosystem, we create jobs, strengthen our economy, enhance our brand, and attract tourism. Film SF staff attended, sponsored, and gave remarks at key industry events to promote the **Scene in San Francisco Rebate Program** and our City, meeting with industry and filmmakers throughout the year. The events included:

- Mill Valley Film Festival in October 2023
- Focus London in December 2023
- California On Location Awards in December 2023
- Sundance Film Festival in January 2024
- Ho Chi Minh International Film Festival in April 2024
- SFFILM Festival in April 2024
- CAAMFest in May 2024
- Cannes in May 2024
- Frameline48 in June 2024



Film SF at the Spotlight on San Francisco event at the Sundance Film Festival. Photo courtesy of Tommy Franklin.

## [SF-NorCal Local Sponsors 'Spotlight on San Francisco' at Sundance](#)



SAG-AFTRA



Graphic for the Spotlight on San Francisco event at the Sundance Film Festival. Photo courtesy of Film SF.

**Film SF attended the Sundance Film Festival to promote our Scene in San Francisco Rebate Program**, meet with industry and filmmakers, and market San Francisco. There, Film SF connected with filmmakers and industry leaders throughout the festival. Our engagement culminated in an exciting collaboration with several Bay Area organizations including BAVC Media, CAAM, Berkeley Film Foundation, Cinemama, East Bay Film Collective, Frameline, ITVS, Jewish Film Institute (JFI), Queer Women of Color Media Arts Project (QWOCMAP), SFFILM and SF Indie Fest to produce the highly anticipated 2nd Annual Spotlight on San Francisco event at Sundance Film Festival.



Vice President Song, Deputy Director Alicastro, and Executive Director Fata at the Spotlight on San Francisco party at the 2024 Sundance Film Festival. Photo courtesy of Tommy Franklin.



Film SF Deputy Director Alicastro and Executive Director Fata at the premiere of *Freaky Tales* with rapper Too \$hort at the Sundance Film Festival. Photo courtesy of Film SF.



Vice President Song, Executive Director Fata and Commissioner Finn at the Ho Chi Minh International Film Festival. Photo courtesy of Film SF.



Executive Director Fata and Commissioner Finn at the Cannes Film Festival. Photo courtesy of Film SF.



Executive Director Fata and FLICS President Sabrina Jurisich on a panel at Cannes Film Festival. Photo courtesy of Film SF.

“Film production provides both an immediate and long-term economic benefit to our City. Most importantly, it offers a lasting cultural boost by showcasing San Francisco’s beauty within movies, commercials, TV shows, and documentaries. When people experience San Francisco, they often leave their hearts here. Let’s use film to further share the essence of the City and encourage everyone to come visit us again soon.”

**Alex Bastian**

President & CEO, Hotel Council of San Francisco

[Pass the Remote: Bay Area filmmakers in spotlight at Sundance Film Festival](#)



Producer Corey Tong, Executive Director Fata, Film Programmer João Federici and Producer Peter Stein at the Cannes Film Festival. Photo courtesy of Film SF.



Executive Director Fata and Producer Andrea Chung at Focus. Photo courtesy of Film SF.



# WORKFORCE DEVELOPMENT



Workshop organizers at the How to Get a PA Gig session. Photo courtesy of Film SF.



Commission President Wang, Executive Director Bell, FLICS President Jurisich, Deputy Director Sayles, Executive Director Fata with the Workforce convening group. Photo courtesy of Villy Wang.

**ff** For nearly a century San Francisco has benefited from the positive spotlight of local Motion Picture and Television productions. Teamsters, artists, and affiliated crafts employed in this industry provide the talent to keep our global image special. Civic support of local film production remains vital for continued strong economic growth in our community.”

**Tony Delorio**  
Principal Officer, Teamsters Local 66

**We create opportunities for diverse San Franciscans to gain skills, access, and employment in the film and media industry.** We promote training and job opportunities for local residents in our industry, partnering with schools and organizations who are providing workforce opportunities.

**Film SF co-presented the *How to Get a Production Assistant Gig* workshop** with BAVC Media, BAYCAT, and OEWD where emerging filmmakers heard from industry professionals on their experience working in the SF Bay Area, how to tap into local opportunities, and strategies for breaking into and navigating the industry. This networking event and moderated discussion furthered the work of Film SF and OEWD’s First Source hiring program to develop and strengthen our workforce.

**Film SF organized a workforce convening** with the California Film Commission and BAVC Media, BAYCAT, KQED, OEWD, and Youth Beat to educate and inform the California Film Commission on the Bay Area workforce landscape.

# ADVOCACY



California Film Commission Executive Director Bell, Mayor Breed, and Commissioner Cheng at the SFFILM Festival Opening Night film. Photo courtesy of Tommy Lau.

**We advocate for our local industry and guide policy initiatives that incentivize production activity in San Francisco.** Film SF partnered with several local, statewide, national, and international networks including the Association of Film Commissioners International (AFCI), Film USA, and Film Liaisons in California Statewide (FLICS) to champion our industry in San Francisco.

**Film SF hosted the Film Liaisons in California Statewide (FLICS) meeting in April** with Executive Director Colleen Bell and Deputy Director Karla Sayles of the California Film Commission and SAG-AFTRA in attendance. The quarterly meeting was coordinated with the support of the International Alliance of Theatrical Stage Employees (IATSE) Local 16 and Teamsters 665 who sponsored activities for the group. Film SF coordinated an itinerary for the FLICS group to attend SFFILM Festivals' opening night film and reception, a tour of the historic Cable Car Barn, and a San Francisco Movie locations tour. Executive Director Fata and California Film Commission Executive Director Bell participated on an industry panel at the SFFILM Industry Day Summit during their festival.

**Film SF contributed to a Bay Area-wide collective effort to better understand our local landscape and further build out our regional offerings to attract more production activity.** Executive Director Fata supported the East Bay Film Collective as they developed the Oakland Film Incentive. As an ally and advocate, Executive Director Fata's contributions demonstrate her commitment to fostering growth and opportunities for the Bay Area film industry. In order to better understand our film and media ecosystem, BAVC Media published the Bay Area Film Production Memo, alongside a nationwide research study

with John Carnwath at WolfBrown, designed to learn more about strategies to boost film production in the Bay Area. Film SF meaningfully contributed to this study and invited BAVC Media to report out and interact with both the California Film Commission and San Francisco Film Commission sharing their findings.

Film SF and OEWD partnered together to draft a compelling **bid to attract and host Sundance Festival**. Board President Aaron Peskin and the Board of Supervisors adopted a resolution urging OEWD and Film SF to attract Sundance, a major film festival to San Francisco. We did not move forward yet remain immensely proud of our film community and the abundance of quality film festivals and media events that San Francisco is home to like the Arab Film Festival, CAAMFest, Frameline, Jewish Film Festival, SFFILM Festival, SF IndieFest, SF Urban Film Fest, Silent Film Festival, Queer Women of Color Film Festival, and so many more.



FLICS at the historic cable car museum. Photo courtesy of Film SF.

In November, Film SF coordinated and facilitated a **Film Commission Retreat** and the swearing in of Commissioner Lourdes Portillo. During this all-day session, staff and commissioners discussed vision and mission, key priority areas, marketing strategies, and the **Scene in San Francisco Rebate Program**. The group left educated and empowered to advocate for our film and media industry.

The Film Commission and Film SF recognize the critical importance of racial equity and diversity in the film industry. In 2019, the City and County of San Francisco enacted legislation requiring each City agency to develop a Racial Equity (RE) Action Plan by December 31, 2020. In FY 23-24, **Film SF continued to be involved in the execution of the RE Action Plan**, including participating in the Policy Boards and Commissions Committee, updating Film Commission bylaws and adopting a resolution on our continued commitment to racial equity.



Executive Director Fata and Executive Director Bell on a panel at SFFILM Industry Summit. Photo courtesy of Tommy Lau.

“Film SF is a wonderful partner in the Film Liaisons in California Statewide (FLICS) organization. As a long standing member, the incredible team at Film SF helps to not only encourage but facilitate much needed conversations to move film production in Northern California forward. In the last year, Film SF hosted the spring FLICS quarterly meeting and coordinated with the SFFILM Festival to allow for vital connections with the local film industry, FLICS members, and our state partner the California Film Commission. Additionally, Film SF joined us at FOCUS and Cannes Film Festival where Executive Director Fata’s ability to connect with filmmakers was instant and genuine. Having Film SF as an active member allows for these kinds of opportunities which help to showcase the thriving film industry throughout the state.”

**Sabrina Jurisich**  
FLICS President

“By choosing San Francisco, filmmakers are not just showcasing its beauty—they’re investing in San Francisco’s vibrant economy and California’s thriving film industry. San Francisco’s iconic landmarks and diverse neighborhoods provide filmmakers with an extraordinary canvas of creativity and innovation, where urban scenes and coastal vistas can be captured in a single day. This versatility not only enriches cinematic storytelling but also serves as a powerful economic engine, bringing opportunity to local businesses, creating jobs, and driving revenue across the City.”

**Colleen Bell**  
Executive Director, California Film Commission

# SCENE IN SAN FRANCISCO REBATE PROGRAM



On the set of **Dos Lados**.  
Photos courtesy of Suenos Productions.



Created in 2006, the [Scene in San Francisco Rebate Program](#) is Film SF's biggest financial incentive. In October 2018, the Board of Supervisors unanimously supported extending the highly successful **Scene in San Francisco Rebate Program** to June 30, 2028,

allotting up to \$1 million per year for nine years. This incentive was created to:

- Increase the number of Film & TV productions based in San Francisco
- Increase the number of City residents employed in the filmmaking industry
- Increase local spend, hotel stays, and tourism

[Michel Franco's 'Dreams,' Starring Jessica Chastain, to Be Sold by the Match Factory](#)



[Foreign Film News San Francisco Treat: Michel Franco Dreams of the West Coast with "Dos Lados"](#)



[Jessica Chastain and Michel Franco announce a new film endeavor](#)



“ Having the support of Film SF and having the opportunity to have the 100% rebate on city-related expenses definitely allowed an independent film, such as ours, to thrive in a city where we initially believed that sacrifices would have to be made in order to make ends meet. Deciding to make our film in San Francisco definitely added an immense production value to our project; from the emblematic locations, to the kind people that helped us through the process. None of it would've been possible without the help of Sofia and Manijeh who walked us through it from beginning to end.”

**Michel Franco**  
Director, *Dos Lados*

Since 2006, the City has rebated **\$7,395,572.16** to productions, and for **every dollar rebated productions have spent \$12.74 locally**. To date, **41** productions have benefited from the film incentive, resulting in the following:

- Hired more than **15,955** local crew and actors who are members of IATSE Local 16, Teamsters 2785 and SAG-AFTRA
- Employed **214** First Source Hires (First Source Hires on productions often work as production assistants on set or in the office, getting invaluable experience to help them move on to other film production jobs. These positions provide access, education and employment for economically disadvantaged individuals.)
- Paid **\$26,038,147.05** in wages to local SF crew and background actors
- Spent **\$68,472,421.28** on goods & services on items such as gas, hotels, car rentals, location fees, office supplies, lumber, security, equipment rentals, catering, etc.

The five feature length films that utilized our rebate program this past fiscal year were: **Dos Lados**, **Lady Champagne**, **Splash City**, **Project Brick Breaker**, and **Josephine**.



On the set of **Josephine**. Photo courtesy of Kelly Tom.



Director Franco and Executive Director Fata on the set of **Dos Lados**. Photo courtesy of Film SF.

“ There’s a reason why so many classic films elect to shoot in San Francisco... few, if any, other cities look so good on film. While San Francisco presents its own set of unique challenges with respect to production, they’re no more daunting than what you’d find in any other major metropolitan area! The **Scene in San Francisco Rebate Program** was an invaluable part of our finance plan - allowing us to save on qualified production costs ranging from parking to police to our production office. Film SF helped to both facilitate and demystify the process - in turn allowing our film to maximize what we were able to get back from the rebate.”

**David Kaplan**  
Producer, **Josephine**



On the set of **Josephine** at the Hall of Justice.  
Photo courtesy of Sclera Pictures.



On the set of **Project Brick Breaker**. Photo courtesy of Film SF.

“ I had the great pleasure of partnering closely with Film SF on two scripted independent features by local directors that were shot in San Francisco during the 2023-2024 fiscal year. Working with the team at Film SF on these two projects has been such a fantastic experience in every way. As a veteran producer of films that are typically budgeted under \$2M and often featuring the talent of our local LGBTQ+ communities, Film SF’s “Scene in San Francisco” rebate program has emerged as an essential way that I can keep my films set here in our great City. Many of us want to tell powerful queer stories set in San Francisco. Under Manijeh Fata’s incredible leadership, Film SF is making that possible for local filmmakers.”

**Marc Smolowitz**  
Producer, **Lady Champagne**,  
**Project Brick Breaker**

“ It meant a lot to us to be included in Elena Oxman’s feature film *Project Brick Breaker*. Free Gold Watch is considered a neighborhood gem and it’s an honor to be a small part of this story as a local community arcade. We are one of the many unique spaces that makes San Francisco so special and we can’t wait to see our unique space on the big screen!”

**Matt Henri**  
Owner, Free Gold Watch

[Channing Tatum and Gemma Chan have been secretly filming in San Francisco’s Golden Gate Park](#)





On the set of **Project Brick Breaker** with Producer Marc Smolowitz, Executive Director Fata, Writer/Director Elena Oxman, and Production Manager Bianca Beyroufi. Photo courtesy of Marc Smolowitz.

One of San Francisco's favorite diners Hamburger Haven to close for movie shoot



“ The San Francisco Sheriff’s Department is proud to collaborate with the San Francisco Film Commission in supporting our City’s vibrant film industry. This partnership has allowed us to play a pivotal role in bringing the City’s unique stories to the silver screen: from shooting essential scenes in the Hall of Justice to customizing spaces, such as painting jail cells pink, with the full support of our Office and the Department of Real Estate. Our deputies have treasured the front row seat to the filmmaking process, which has enriched their understanding and appreciation of this dynamic and thriving industry. Supporting independent filmmakers and the broader creative community is crucial for our City’s tourism, economy, and cultural growth. Together, we will continue to help storytellers realize their visions and promote San Francisco’s artistic spirit.”

**Paul M. Miyamoto**  
 Sheriff, San Francisco Sheriff’s Department



On the set of **Lady Champagne**. Photos courtesy of Film SF.





Executive Producer Berner on the set of **Splash City**.  
Photo courtesy of Splash City.

“ The rebate program in San Francisco proved to be an invaluable asset during the filming of our feature film, *Splash City*. Thanks to the exceptional efforts and coordination of the amazing Film SF team—Mani, Sofia, and Mark—the program was leveraged to its fullest potential, playing a pivotal role in the success of our production. Their dedication and expertise were instrumental in navigating the complexities of filming in such a vibrant city. Being able to use various iconic city locations not only allowed us to capture the unique beauty and essence of San Francisco but also played a crucial role in managing our budget efficiently. This program, coupled with the hard work of our team, ensured that *Splash City* could bring the charm of San Francisco to the screen without compromising on our artistic vision or financial constraints.”

**Jonathon Reilly**  
Producer, **Splash City**



On the set of **Splash City**. Photo courtesy of Splash City.

[San Francisco is getting its very own 'bipping' car break-in crime movie](#)





# FILM SPACE GRANT



FilmHouse Talk for *All Dirt Roads Taste of Salt*. Photo courtesy of SFFILM.

**The Film Space Grant provides financial assistance to non-profit film and media organizations that offer deeper artist development support to local filmmakers.**

The grant helps these organizations provide no-cost office and film production space, industry mentorship and guidance, and curated professional development programming and events. During FY 23/24, SFFILM and BAVC Media were recipients of the Film Space Grant.

## SFFILM'S FILMHOUSE RESIDENCY

SFFILM's FilmHouse residency program provides Bay Area-based documentary and narrative filmmakers with artistic guidance, office space, a vibrant creative community, and support from established film industry professionals.



Mayor Breed presented SFFILM Executive Director Anne Lai with a Certificate of Honor at the SFFILM Festival. Photo courtesy of Film SF.

“ There is a storied history of film and film innovators tied to San Francisco, so it should come as no surprise that the depth of talent -- either nurtured here or just visiting -- continues to grow. The San Francisco film community pitches a big tent, welcoming emerging filmmakers and celebrating veterans who push the envelope on all aspects of film. Film SF is a critical part of keeping film healthy in our City, recognizing film as a cultural, communal, and economic art form like no other that will resonate far beyond San Francisco.”

**Anne Lai**  
Executive Director, SFFILM

## **BAVC MEDIAMAKER CONNECT RESIDENCY**

The BAVC MediaMaker Connect Residency provides working and production space, individual mentorship, and a creative community to emerging filmmakers based in the Bay Area, with a focus on BIPOC, LGBTQ+, disabled, and other underrepresented communities. Residents meet one-on-one with mentors throughout the year, focusing on specific subject areas aligned with filmmakers' needs and mentors' expertise. They also receive guidance and support from BAVC Media staff and have access to BAVC Media's co-working space, meeting rooms, preservation library, public broadcasting and audio recording studio, editing facilities, equipment rentals, and training. Working regularly from the BAVC Media offices, participants benefit from connections with BAVC Media staff, fellow filmmakers, and peer organizations at the Ninth Street Independent Film Center.



BAVC Media Production. Photo courtesy of BAVC.

“During this time of incredible change in the film and media industry in the San Francisco Bay Area and globally, we are fortunate to be working in partnership with a committed and ambitious community of film and media organizations, artists, funders, production companies and government partners to co-create what's next. Film SF is right there with us. Showing up for student showcases, celebrating local filmmakers and festivals, and working behind the scenes to improve our infrastructure.”

**Paula Smith-Arrigoni**  
Executive Director, BAVC Media

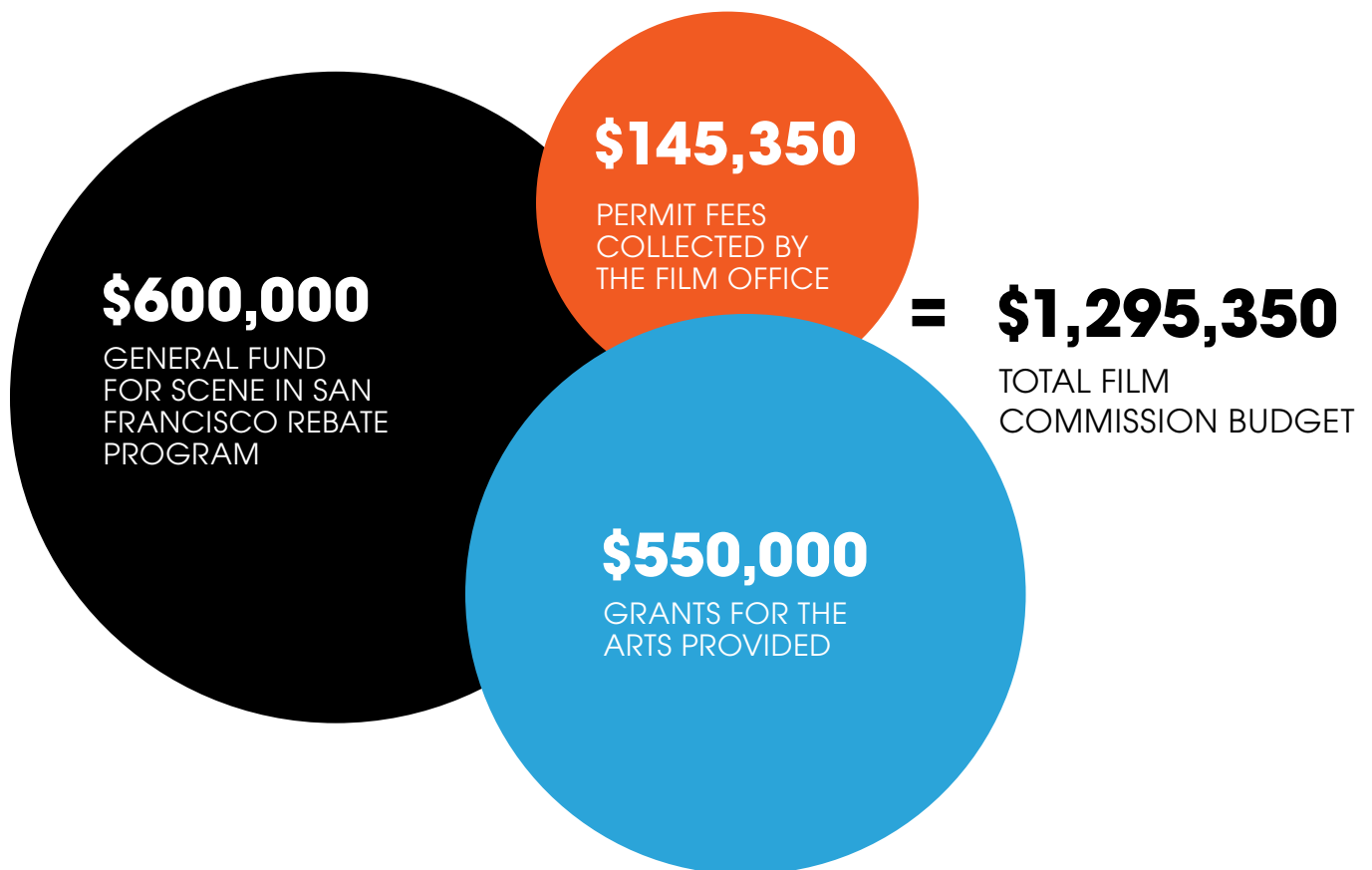


BAVC Media Reel Stories Mixer. Photo courtesy of Film SF.

# FUNDING

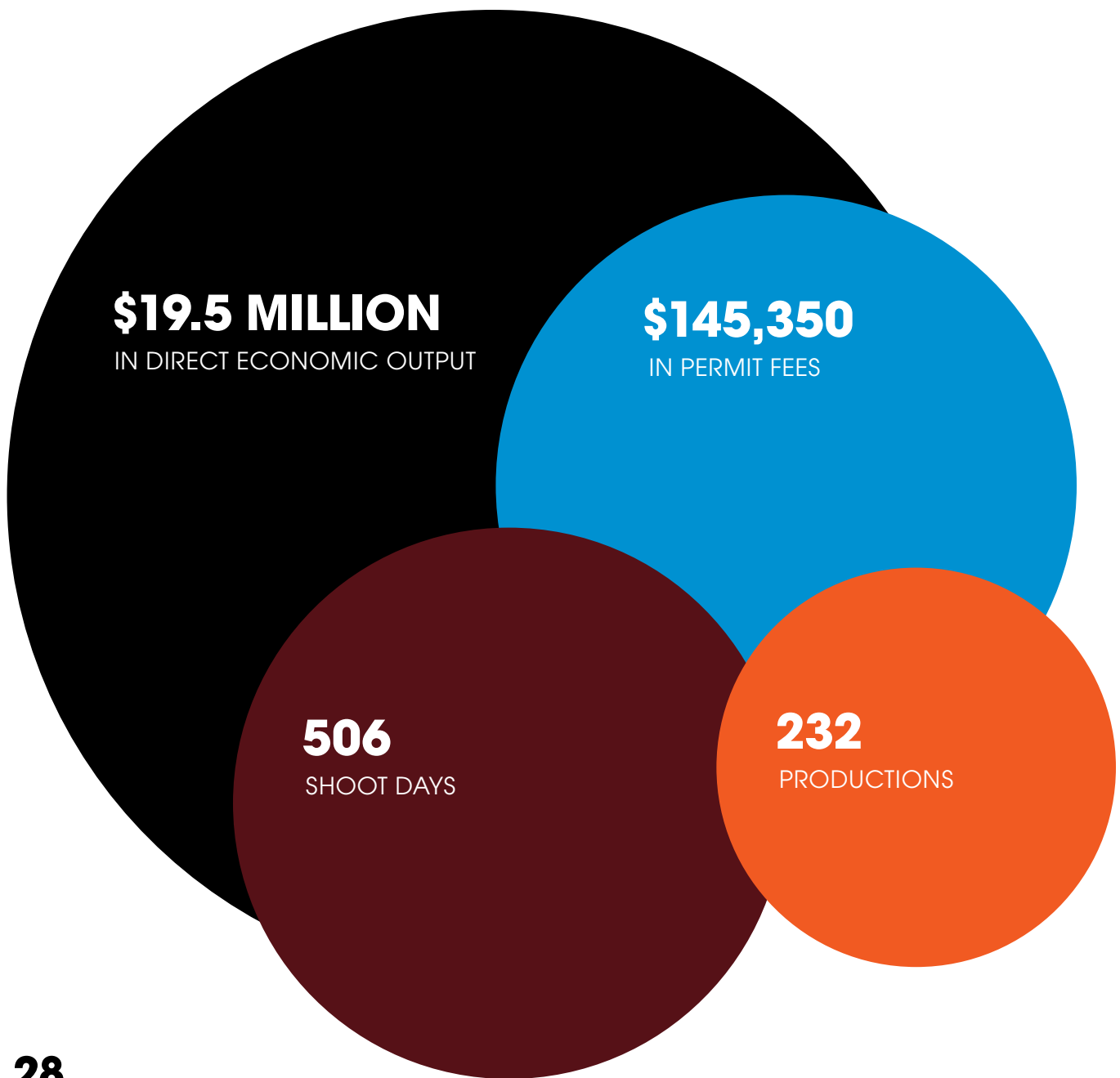
## SAN FRANCISCO FILM COMMISSION

Funding for Film SF | The San Francisco Film Commission comes from the collection of permit fees, Grants for the Arts (via hotel tax revenue), and the General Fund for the **Scene in San Francisco Rebate Program**. For FY 23-24, Grants for the Arts allocation was \$550,000. The General Fund allocation for the **Scene in San Francisco Rebate Program** was \$600,000. Permit fees collected by Film SF totaled \$145,350.

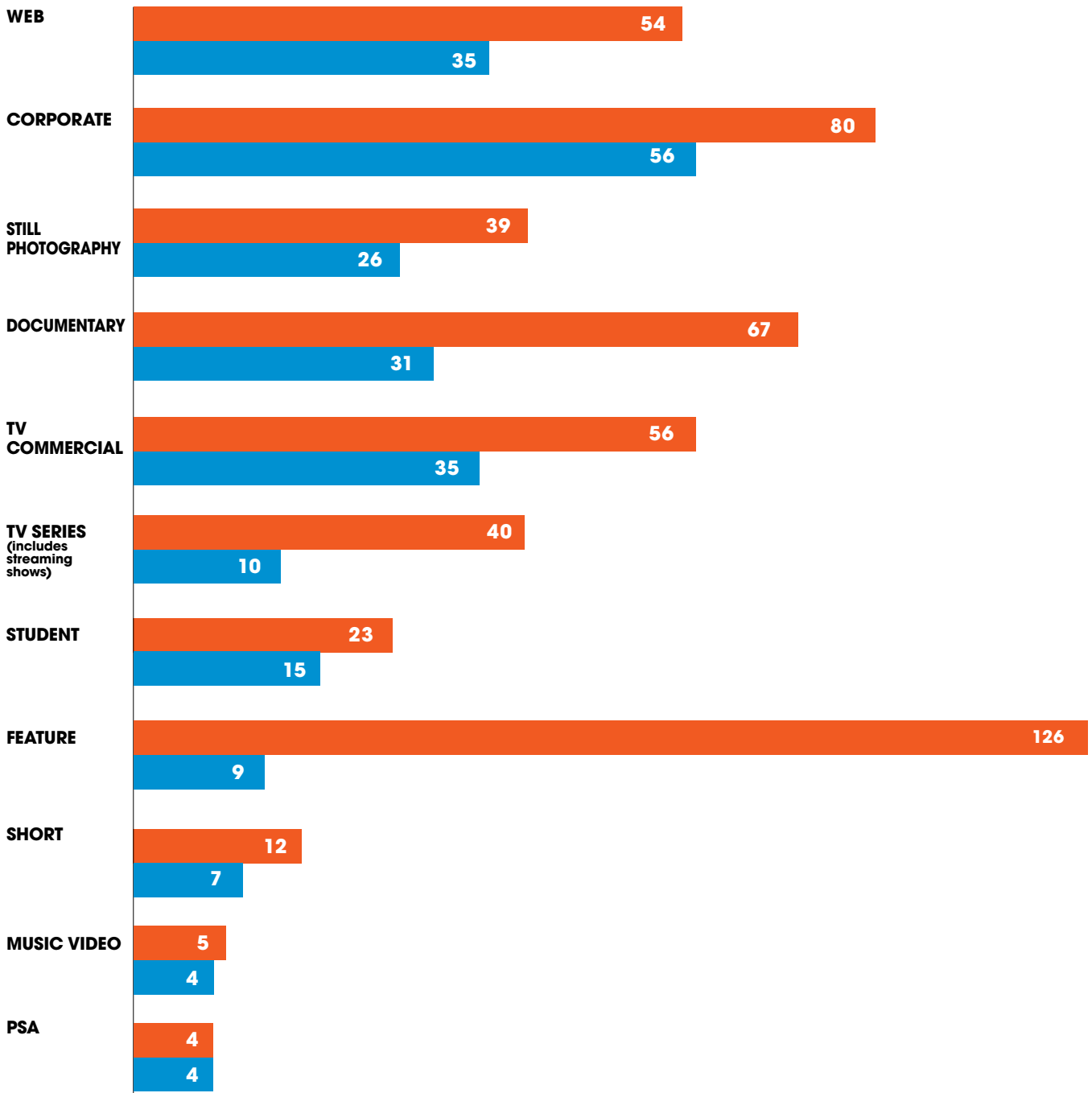
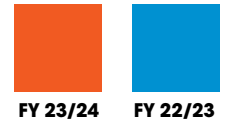


# FILMING STATISTICS

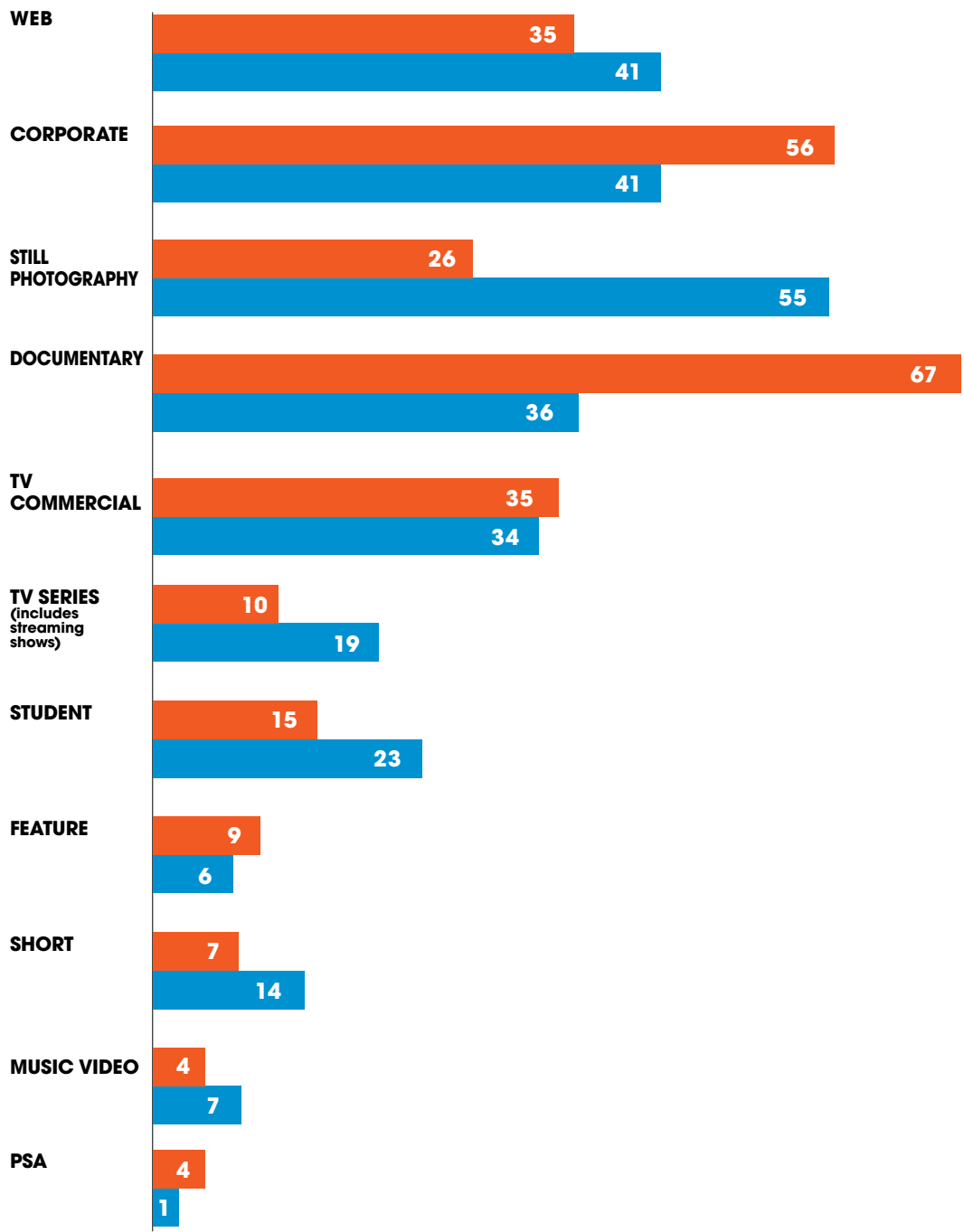
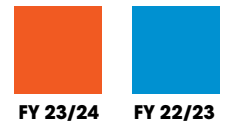
FY 23-24 Film SF facilitated a total of **232 productions**, with **506 shoot days** and **\$145,350** in permit fees.



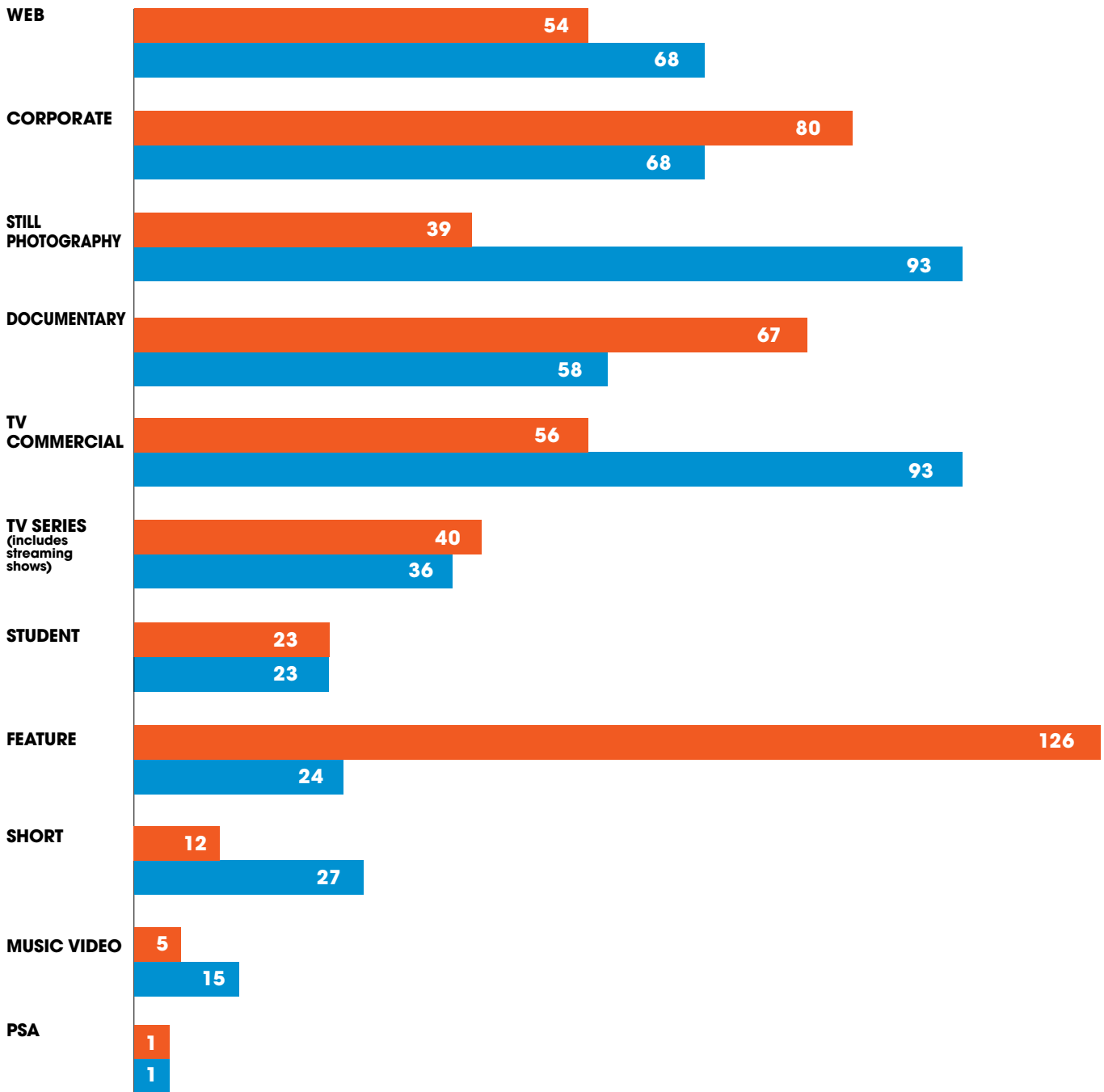
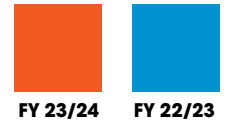
# NUMBER OF PRODUCTIONS AND SHOOT DAYS



# TOTAL BY PRODUCTION TYPE



# SHOOT DAYS BY TYPE OF PRODUCTION



**NUMBER OF PRODUCTIONS IN  
OTHER SF JURISDICTIONS**

**RECREATION & \_\_\_\_\_ 112  
PARKS DEPARTMENT**

**GOLDEN GATE NATIONAL \_\_\_\_\_ 61  
RECREATION AREA**

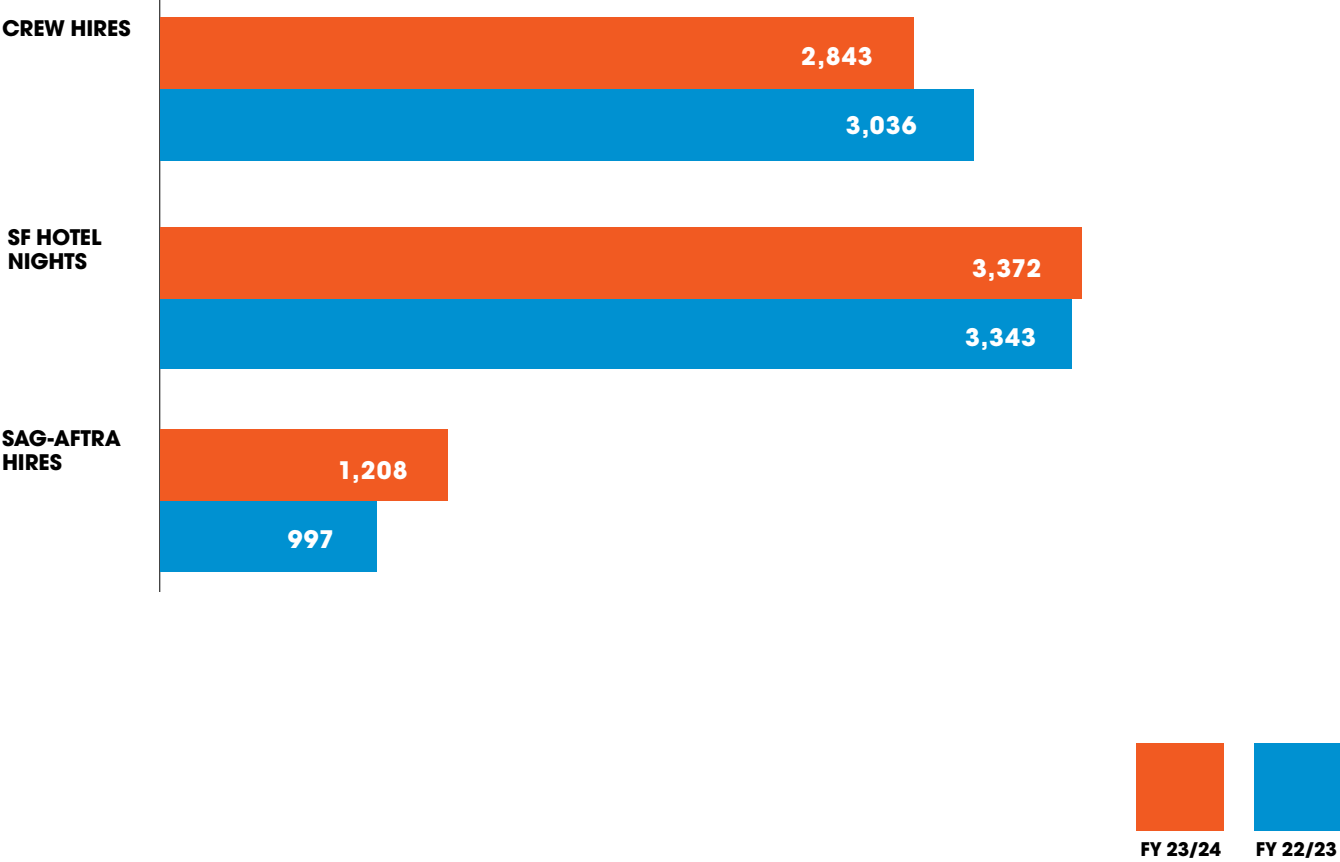
**THE PRESIDIO \_\_\_\_\_ 11  
TRUST**

**TREASURE ISLAND \_\_\_\_\_ 10  
DEVELOPMENT AUTHORITY**

**GOLDEN GATE BRIDGE, \_\_\_\_\_ 6  
HIGHWAY &  
TRANSPORTATION  
DISTRICT**



# ESTIMATED TOTAL NUMBER OF CREW HIRES, SF HOTEL NIGHTS AND LOCAL SAG-AFTRA HIRES



# NOTABLE PRODUCTIONS

We're thrilled to highlight some of the productions that filmed in San Francisco!

## FEATURE FILMS



### Dos Lados

**Dos Lados**  
Written and Directed by Michel Franco  
Starring Jessica Chastain, Isaac Hernández



### Lady Champagne

**Lady Champagne**  
Written and Directed by D'Arcy Drollinger  
Starring D'Arcy Drollinger, Seton Brown, Matthew Martin, Alaska, Peaches Christ



### Splash City

**Splash City**  
Directed by Alex Ferrufino  
Written by David Mansanalez & Gilbert "Berner" Milam Jr.  
Starring Dylan Kenin, T.J. Atoms, Vivian Lamolli, Reed Shannon



### Project Brick Breaker

**Project Brick Breaker**  
Written and Directed by Elena Oxman  
Starring Asia Kate-Dylan, Louisa Krause, Ridley Asha Bateman



### Josephine

**Josephine**  
Written and Directed by Beth de Araújo  
Starring Channing Tatum and Gemma Chan

## TELEVISION SERIES

### **A Man on the Inside**

#### ***A Man on the Inside***

Directed by Morgan Sackett  
Created and Executive  
Produced by Mike Schur  
Starring Ted Danson,  
Stephen McKinley  
Henderson, Lilah  
Richcreek Estrada, Kerry  
O'Malley, Shylo Shaner,  
Jama Williamson

### **Mr. Throwback**

#### ***Mr. Throwback***

Created by David Caspe,  
Daniel Libman, Matthew  
Libman  
Starring Stephen Curry, Layla  
Scalisi, Adam Pally, Ego  
Nwodim, Ayden Mayari

### **Amazing Train Journeys California Coast**

#### ***Amazing Train Journeys - California Coast***

Directed by Nicolas Boero  
Starring Nicolas Boero,  
Philippe Gougler, Cédric  
Genet, Valérie Vuagnat

## MUSIC VIDEOS

### Mae Powell "Where Does Love Go"

***Mae Powell***  
***"Where Does Love Go"***  
Directed by Patrick Sean  
Gibson

### Paris '59

***Paris '59***  
Directed by David Rouda

### Q Project

***Q Project***  
Directed by James Mackel

# ADDITIONAL PRODUCTIONS





# FILM SF STAFF & COMMISSIONERS

Meet our team and our favorite films shot in San Francisco! We are a small and mighty team of dedicated professionals passionate about film and media who strive to champion San Francisco as a filmmaker's destination. We come from government, arts nonprofits, production companies, social justice organizations, the local production community—and we align in our love of San Francisco and our goal to support its storytellers.

## FILM SF STAFF



**Manijeh Fata,**  
**Executive Director**  
*Vertigo, Mrs. Doubtfire*



**Sofia Alicastro,**  
**Deputy Director**  
*The Princess Diaries*



**Mark Hogains,**  
**Production Manager**  
*The Sweetest Thing, The Joy Luck Club*



**Ismael Castillo,**  
**Senior Production Coordinator**  
*Harold and Maude, The Diary of a Teenage Girl*



**Zoe Halsne,**  
**Senior Production Coordinator  
and Commission Secretary**  
*Mrs. Doubtfire*

## FILM COMMISSIONERS

The Film Commission is made up of 11 commissioners who are appointed and serve at the will of the Mayor. Our Commissioners help guide Film SF and aid in accomplishing our vision of establishing San Francisco as a production destination. They leverage their skills and expertise to advance our work, and provide support and partnership. Commissioners contribute in myriad ways—from strategic planning, networking, conducting market research, representing our work at various industry events, building partnerships and relationships, and so much more. Learn more about the Commissioners and their favorite films!



**Villy Wang,**  
**President**  
**Founder and CEO**  
**of BAYCAT**  
*Always Be My Maybe,*  
*The Last Black Man in*  
*San Francisco*



**Jack Song,**  
**Vice President**  
**CMO and Producer, Filpbird.Co**  
*Milk and The Wedding Planner*



**Jim Beaumonte,**  
**Commissioner**  
**Business Agent IATSE**  
**Local 16**  
*Nash Bridges*



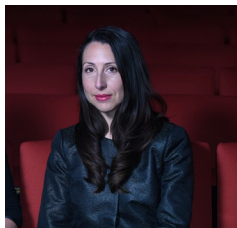
**Claudine Cheng,**  
**Commissioner**  
**Attorney**  
*The Joy Luck Club*



**Tony Delorio,**  
**Commissioner**  
**Principal officer of**  
**Teamsters local 665**  
*Mrs. Doubtfire, The Rock*



**Franco Finn,**  
**Commissioner**  
**Alaska Airlines - Community**  
**& Activations; Franco Finn**  
**Productions, LLC Media/**  
**Talent Professional/**  
**Professional Auctioneer**  
*The Rock*



**Kate Goldstein-Breyer,**  
**Commissioner**  
**Co-Executive Director,**  
**City Arts & Lectures**  
*Vertigo*



**Lourdes Portillo,**  
**Commissioner**  
**Documentary Filmmaker**



**Matt Stiker,**  
**Commissioner**  
**Marketing/Advertising**  
**Specialist for**  
**Destination Brands**  
*Bullitt, Dirty Harry*



**Carolyn Tyler,**  
**Commissioner**  
**Retired journalist,**  
**KGO-TV/ABC7**  
*The Last Black Man in San*  
*Francisco*

# IN MEMORIAM: LOURDES PORTILLO AND WILSON WU

## LOURDES PORTILLO



ReelStories Celebration with Executive Director Fata and Commissioner Lourdes Portillo. Photo courtesy of Film SF.

Film SF was fortunate to have Lourdes Portillo serve on the Film Commission this past fiscal year. We were honored to have such an iconic and trailblazing filmmaker in our midst, especially one that was so connected to the local filmmaking community. Executive Director Fata presented filmmaker and activist Lourdes Portillo with the Trailblazer in Documentary Award at BAVC Media's ReelStories celebration. We dedicate this Impact Report to her and we are deeply grateful for the wisdom she shared with us and her love of storytelling. We miss this true giant of the San Francisco Bay Area filmmaking community. We are lucky to have spent time with her and experience her warmth, humor, and desire to uplift others. We encourage all to check out her incredible work at your local library, cinema, or streamer. Our love and gratitude to this incredible human being. You are missed, Lourdes.

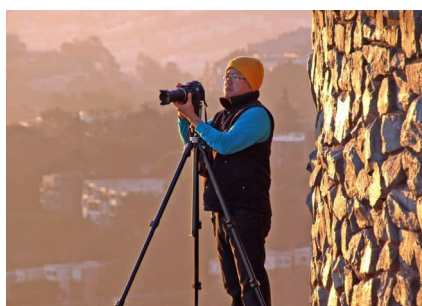
“Lourdes had a profound impact on me as a young woman filmmaker over 25 years ago. After all these years, I was finally able to tell her how much her work meant to me. Having her join the Film Commission was a dream come true, and it has been an immense honor to learn from such a bold, humble, visionary, and activist filmmaker.”

**Manijeh Fata**  
Executive Director, Film SF



[Watch these films directed by Lourdes Portillo](#)

## WILSON WU



Location Manager Wilson Wu.  
Photo courtesy of Mary Kenlon.

“Wilson Wu was one of the very best location scouts and managers in Northern California, a true go-getter whose talent opened up countless new locations across the Bay Area, keeping top producers and directors coming back for more. His three California On Location Awards are a testament to his remarkable skill and dedication. Affable, funny, and talkative, Wilson was also a loyal and generous friend, even as a die-hard Dodgers fan in Giants territory. He often went out of his way to support those just starting out in the business, sharing his vast knowledge as a self-taught film scholar and superb photographer. His passing has been a profound loss, and he is sorely missed by the San Francisco film community.”

**Marty Kenlon**  
Location Manager



# LOOKING AHEAD



Film SF staff and Film Commissioners at the Commission Retreat. Photo courtesy of Film SF.

San Francisco has always been a city steeped in cinematic history, perhaps because it's the most visually striking city in the world. Or maybe it's because we've consistently been a haven for artists who push the boundaries of storytelling. As we reflect on our achievements this year, it's clear that our City has become even more prominent on the global filmmaking map. We've had countless conversations with filmmakers abroad who never thought their dream of making a film in San Francisco was possible until now. We've invested in our San Francisco-raised storytellers from D'Arcy Drollinger to Beth de Araujo to international filmmakers like renowned Director Michel Franco. Through this deepened engagement both locally and internationally, we've seen five feature films take advantage of our **Scene in San Francisco Rebate Program** this fiscal year alone.

San Francisco is home to some of the longest-running and largest film festivals in the country, underscoring our dynamic and ever-evolving film culture. There's no shortage of festivals, mediamakers and collaborative initiatives in our City. We will continue to showcase these opportunities on an international stage to attract more productions to our City.

As other Bay Area cities, like Oakland, introduce new incentive programs to attract more productions, the entire region stands to benefit. Collaboration across the Bay Area will ensure that we remain top-of-mind for future projects, reinforcing the idea that cost should not be a barrier to filming in our City.

Our commitment to nurturing creativity, innovation, and collaboration will guide us forward, ensuring that San Francisco remains a vibrant and essential part of the global film landscape.

In partnership,

**Manijeh Fata**

Executive Director

Film SF | San Francisco Film Commission

**Villy Wang**

President

San Francisco Film Commission



Photo courtesy of SF Travel.

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415-554-6241

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X: [@film\\_sf](https://twitter.com/film_sf)