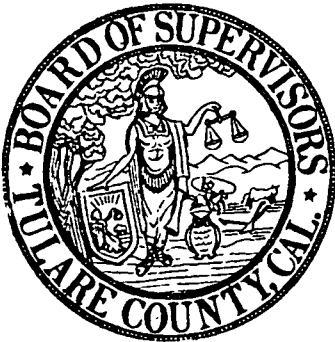


**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

IN THE MATTER OF RECEIVE A)
PRESENTATION AND APPROVE THE) Resolution No. 2018-0577
FISCAL YEAR 2018-19 TULARE COUNTY)
FILM AND TOURISM WORK PROGRAMS)

UPON MOTION OF SUPERVISOR SHUKLIAN, SECONDED BY SUPERVISOR VANDER POEL, THE FOLLOWING WAS ADOPTED BY THE BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD JUNE 26, 2018, BY THE FOLLOWING VOTE:

AYES: SUPERVISORS CROCKER, VANDER POEL, SHUKLIAN, WORTHLEY,
AND ENNIS
NOES: NONE
ABSTAIN: NONE
ABSENT: NONE



ATTEST: MICHAEL C. SPATA
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: Mary Ronello
Deputy Clerk

- 1) Received a presentation about film and tourism program accomplishments
- 2) Approved the Tourism Work Program; and
- 3) Approved the Film Commission Work Program

RMA

HAR
06/26/2018



**RESOURCE
MANAGEMENT AGENCY
COUNTY OF TULARE
AGENDA ITEM**

BOARD OF SUPERVISORS

KUYLER CROCKER
District One

PETE VANDER POEL
District Two

AMY SHUKLIAN
District Three

J. STEVEN WORTHLEY
District Four

MIKE ENNIS
District Five

AGENDA DATE: June 26, 2018 – REVISED

Public Hearing Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Published Notice Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Advertised Published Notice	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
County Counsel Sign-Off	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Meet & Confer Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Personnel Resolution attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>

CONTACT PERSON: Celeste Perez PHONE: (559) 624-7010

SUBJECT: Receive a Presentation and approve the Fiscal Year 2018-19 Tulare County Film and Tourism Work Programs

REQUEST(S):
That the Board of Supervisors:

- 1) Receive a presentation about film and tourism program accomplishments
- 2) Approve the Tourism Work Program; and
- 3) Approve the Film Commission Work Program

SUMMARY:

To promote economic development effectively, the Board of Supervisors adopted a Strategic Business Plan in 2006 (Updated in 2018) emphasizing a strategic initiative designed to enhance the economic well-being of Tulare County’s residents by providing, among other things, “a business-friendly” and “can-do” work ethic.

This Economic Development Initiative is being implemented extensively by the County Administrative Office in conjunction with the Resource Management Agency (RMA) and with support of the Board of Supervisors. Film production and County Tourism promotion is managed by the Film Commissioner and Tourism Manager, with policy direction and the support of the Board of Supervisors and the cooperation of many County agencies and departments, but in particular, RMA, Risk Management and County Parks staff.

Marketing and enhancing film production activities:
Many film projects also require risk-reward safety analysis, particularly any

SUBJECT: Receive a Presentation and approve the Fiscal Year 2018-2019 Tulare County Film and Tourism Work Programs

DATE: June 26, 2018

proposed activities that require use of pyrotechnics, guns or similar devices, or the use of public roads, bridges or highways, or real or simulated fire. The Film Commission regularly consults and relies on guidance from the Tulare County Sheriff's Office and Tulare County Fire Department, and RMA engineering experts.

Because film production and related special events are almost always time sensitive projects that require inordinately rapid responses for approval, the Film Commission relies heavily on expedited support from County departments, and could not be nearly as successful without the close cooperation of its internal County partners and the cooperation of outside agencies and jurisdictions, such as our nearby city, state and federal partners.

The proposed Film Commission Work Program budget is \$170,000. This represents a proposed \$50,000 increase over the prior fiscal allocation. The additional funding will allow the County to focus and expand its target marketing for greater effect.

In particular, the proposed film budget allocates \$30,000 to assist with a sophisticated target marketing and business sector analysis which will rely on the development of recommended, implementable strategies based on consultation with industry leaders who are well-versed in the economic as well as other pragmatic factors that predict marketing opportunities for both studio-driven and independent media production. This analysis will utilize the consulting services of credible industry leaders in the electronic arts and new media field, including traditional film and digital production, electronic gaming sectors and web-based social media platforms.

The Film Commission is currently negotiating a scope of work for this target marketing and business sector analysis with Marty and Roberta Shindler of iShindler. For more than 30 years Mr. Shindler has represented a "who's who" of major film industry clients. This includes advising major studios, working within the entertainment division at Coopers & Lystrand (now PriceWaterhouseCoopers) and a lengthy tenure as part of the executive management team at Lucasfilm's Industrial Light & Magic. An alumnus of the Sloan School of Management at Massachusetts Institute of Technology (MIT), Ms. Shindler's expertise focuses on corporate finance and pragmatic, feasible management strategies. Other appropriate consultants and industry experts will also be consulted.

This funding includes \$50,000 provided through the Tulare County Association of Governments and anticipates as much as \$50,000 in revenue from private donations. The detail for this budget is itemized in Attachment "A" and proposed for approval in the regular budget process for Fiscal Year 2018-2019.

Proposed Film Commission Work Program and Budget

- Market development at trade shows and industry conferences
- Facilitating film locations and shooting in Tulare County
- Networking with the Location Managers Guild of America

SUBJECT: Receive a Presentation and approve the Fiscal Year 2018-2019 Tulare County Film and Tourism Work Programs

DATE: June 26, 2018

- Advertising and Publicity
- Enhance existing Digital Film Location Catalog; and
- Film Liaisons in California Statewide (FLICS) trade association advocacy.

Tourism Marketing:

One of the fastest ways to inject value into a region's economy is through an influx of visitor spending. The proposed budget for the Tourism Work Program is \$80,000 – which mirrors the prior fiscal year allocation. The detail for this budget is itemized in Attachment “B” and proposed for approval in the regular budget process for Fiscal Year 2018-2019.

Proposed Tourism Work Program

- Coordinate marketing efforts with the Sequoia Tourism Council
- Sponsor Events
- Promote Tulare County at Trade Shows and Conferences
- Advertising and Publicity
- Taste Tulare County Program; and
- Marketing and Training


FISCAL IMPACT/FINANCING:

The proposed budgets for the Tulare County Film Commission and Tulare County Tourism work programs will be included and approved through the regular budget process for Fiscal Year 2018-2019. There will be no Net County Cost.

LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

Promoting economic development is a key strategic initiative and goal of Tulare County's Strategic Business Plan. Specifically, the proposed work programs for tourism and film commission activities will enhance the promotion and realization of economic development outcomes within Tulare County, particularly the unincorporated area.

ADMINISTRATIVE SIGN-OFF:



Reed Schenke, P.E.
Director

cc: County Administrative Office

Attachment(s)

Attachment A – Film Commission Work Program

Attachment B – County Tourism Work Plan



Tulare County
ECONOMIC DEVELOPMENT OFFICE



Attachment "A"

**Film Commission Work Program
 (Proposed Fiscal Year 2018-2019 Budget)**

Trade Shows	\$24,500
AFCI Cineposium (Los Angeles)	September 20-22, 2018
American Film Market	October 31 – November 7, 2018
California On Locations Award Show	December 16, 2018
Undesignated Film Related Trade Show	Spring 2019
(CFC /FLICS) Film in California Conference	Spring 2019
Training/Professional Development	5,500
Professional Dues/Memberships	3,500
Industry and promotional advertising	10,500
Partner w/ Location Managers Guild of America	6,000
(host FAM or media familiarization tour of Tulare County locations)	
Slick Rock Student Film Festival	3,500
FLICs Academy (FILM training) (FLICS related trade association meetings).....	1,500
FAM tour (partner w/state tourism officials)	5,500
Undesignated Development Project	8,500
Enhance Existing Digital Film Location Catalog	5,500
Develop and Print Marketing Materials, Advertising	9,500
(For trade shows, mailouts, etc.)	
Website Development and Maintenance	6,000
Target Marketing and Business Sector analysis	30,000
Special Program Expenditures	50,000
<hr/>	
Total Program Expenditures	\$170,000
Fiscal Sources:	
Tulare County Association of Governments	50,000
Tulare County Film Commission (County Funds)	70,000
Other Private Donations	50,000
Total Program Funding	\$170,000



Tulare County

ECONOMIC DEVELOPMENT OFFICE



Attachment "B"

Tourism Work Program (Proposed Fiscal Year 2018-2019 Budget)

Sponsored Events		\$ 7,000
Taste the Arts (Arts Consortium event to showcase regional arts)	2,500	
2015 End of the Trail Classic (PDGA-sanctioned disc golf event)	1,000	
Bounty of the County (Tulare County Farm Bureau agricultural showcase)	2,500	
Undesignate.....	1,000	
Trade Shows		\$19,500
World Ag Expo Promotion (2019 County booth reservation, related expenses)	\$5,000.00	
(Outreach project with Tulare County Farm Bureau)		
L.A. Travel Show (Support materials)	4,500.00	
Bay Area Travel Show (Support materials)	4,500.00	
FAM tour(s) or advertising for tour operators and travel media	5,500.00	
Taste Tulare County Program		\$6,500
Taste Tulare County (agri-tourism promotion, inc. Fresno Food Expo project)	\$3,500.00	
Agri-tourism Promotion	3,000.00	
Marketing, Training and Other Expenses		\$32,000
Printing and marketing materials	\$9,500.00	
Advertising (Sequoia Visitor; Griffon; Sunset & misc. publications)	11,000.00	
Memberships - Chambers of Commerce and professional associations	2,500.00	
Misc equipment, supplies	3,000.00	
Professional development, training (Travel and tourism-related conference)	3,000.00	
Undesignated promotional activity	3,000.00	
Sub-total of Planned County Tourism Projects		\$65,000.00



Tulare County

ECONOMIC DEVELOPMENT OFFICE



Regional Tourism Work Plan

Background: The Tulare County Economic Development Corporation (EDC) ended its tourism-related promotional efforts in early 2011. These promotions were formerly funded by a tourism assessment the EDC collected from incorporated cities within Tulare County.

A new coalition of local tourism partners – the Sequoia Tourism Council or STC – made up of local chambers of commerce leaders, the Visalia Convention and Visitors Bureau, County Tourism staff and other tourism-centric organizations – pooled resources in 2011 and created a new collaborative regional tourism marketing effort. The STC approached each incorporated city to seek funding for projects outlined in the group’s regional work plan, as well other public agencies, non-profits and foundations with a vested interest in promoting tourism in Sequoia Kings Canyon National Parks, the Sequoia National Forest and our local communities. As a result, the County’s initial \$15,000 investment ultimately helped the STC fund a \$50,000 regional marketing effort in Fiscal Year 2011-2012

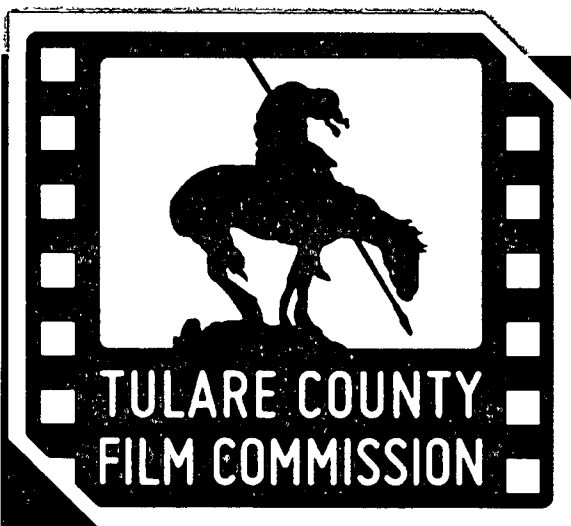
Proposed Board Action: The Tourism Manager seeks permission to dedicate up to \$15,000 from the Fiscal Year 2018-2019 county tourism project budget toward the Fiscal Year 2018-2019 STC Regional Work Plan, which is currently being developed. The new STC Regional Tourism Work Plan is expected to generally follow the program activities adopted last year:

Regional Tourism Work Plan \$15,000

- Internet marketing
- Creation of the Sequoia Visitor regional tourism guidebook
- Booth exhibits at the Long Beach, Bay Area and San Diego Travel Shows
- Regional and collateral advertising, such as the official State Visitors Guide
- Specialty promotions

Regional Tourism Work Plan	\$15,000
Subtotal of Planned County Tourism Projects (detail provided above)	\$65,000
County Tourism Funding Total	\$80,000

PROGRAM OVERVIEW

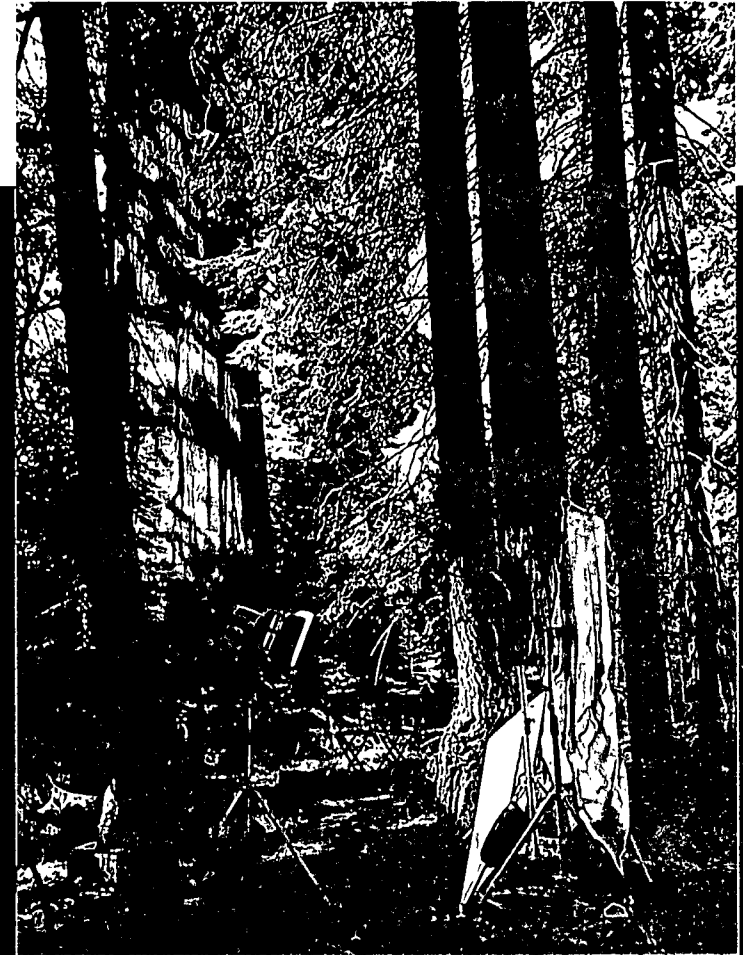


Presented to the Tulare County Board of Supervisors

June 26, 2018

OVERVIEW

- The Tulare County Film Commission was established to encourage film activity within Tulare County, and provides support and assistance to the film industry. The Tulare County Film Commissioner responds to requests for everything from assistance in finding shooting locations and securing permits to providing a list of resources filmmakers might need while working in our County.
- Fiscal support: The Film Commission is supported with staffing and other resources provided by the Tulare County Resource Management Agency, and with \$50,000 in funding provided by the Tulare County Association of Governments.



FILMING ACTIVITY

- Summary of filming days in FY 2017-18: The Tulare County Film Commission and the California Film Commission jointly track industry “filming days” in order to estimate the annual increase or decrease in overall film production activity by region and statewide. This information is valuable when lobbying the state Legislature on the merits of providing continued subsidies and tax incentives to maintain and attract new film production activities within California.

Total filming days in FY 2017-2018	15 days
Total estimated production value:	\$7,530,000
Conservative estimated local spend:	\$143,000

NOTABLE PROJECTS

BACKSEAT: CHENEY



NOTABLE PROJECTS

GOLDEN REVENGE WEB SERIES

PRODUCED FOR VERIZON BY CONAN O'BRIEN (CONACO LLC)

"Think 'Homeward Bound' meets 'Kill Bill'."

Three pets (a golden retriever, a bulldog, and a cat),
embark on an epic odyssey to return to their new owners.

A nod to the animal films of the 90s ... but with an adult twist.

PUBLIC VALUE TO COMMUNITY

- Slick Rock Film Festival Sponsorship
(600-plus film entries; scholarships)
- Sequoia Tourism Council
(Leveraging; co-promotion)
- Educational Collaborations
Porterville Pathways Program
El Diamonte Film Academy
- Local casting calls
- Local Career Tech Programs
- International, statewide, regional advertising



FUTURE GOALS

Target Marketing Analysis

- Consultant driven business analysis

Expanded Training

Increase Capacity for Large Projects

Expanded Networking and web-based marketing

Regional Film Ordinance

Assoc. of Film Commissioners Int'l

Film Liaisons in California

American Film Market

Legislative Advocacy

- CA State Film Incentive



Fire Safety Officer Training Aug '16

TOURISM FUNDING:

WORKING COLLABORATIVELY WITH THE SEQUOIA TOURISM COUNCIL TO BUILD VALUE

- Sequoia Tourism Council (STC): Tulare County Tourism works closely with local chambers, cities, and state and federal partners to positively promote our communities and cities as great places to live, work and play. County dollars combine with other STC contributions to create a leveraged marketing budget that promotes the entire region.

- Regional Tourism Work Plan (STC): \$15,000
 - Internet marketing
 - Creation of Sequoia Visitor Guide
 - Travel Shows and Trade Show Promotions
 - Target Marketing projects

COUNTY TOURISM PROGRAM:

WORKING COLLABORATIVELY TO BUILD VALUE

- Tulare County Tourism: The Tulare County Tourism Program is designed to provide economic returns for local businesses by growing visitorship to our area, and to positively promote our communities and cities as great places to live, work and play.
 - Highlighted 2018 project: Collaboration with Three Rivers Historical Society to construct public restrooms in Three Rivers using Transient Occupancy Taxes (Bed Tax)
 - County tourism workplan: \$65,000
- Total Funding (County program and STC program): \$80,000