


ARIZONA

FILM & DIGITAL MEDIA

A Program of the Arizona Commerce Authority





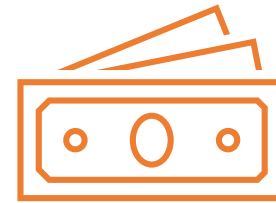
Arizona Film & Digital Media

- **Re-established** by legislature in Dec. 2016 (5Yr)
- **A program** of the Arizona Commerce Authority
Director, Matthew Earl Jones
Program Manager, Ramsay Wharton
- **AFCI Certified** “Arizona Film Commission”
(Association of Film Commissions International)
- **HB 2156** by legislature in July 2022 (20Yr)

Arizona Film & Digital Media



MISSION



Promote Arizona as a film destination & increase the economic impact of the film & digital media industry in Arizona.



HBO Pilot Takeaways

BUSINESS ATTRACTION

- Two years ago, the Executive Producer of “Yellowstone” inquired about filming in Arizona.

His **first question** was:

“What was the last major television series that shot recently in Arizona?”

- At that time, there was *no good answer* for his question. **Now, there is!!**



HBO Pilot Takeaways


“Duster” Economic Impact

- Estimated local direct spend: \$10 million
- 244 cast & crew brought in for 9,797 Hotel Room Nights
- 488 local actors & 185 local crew hired, 18,844 job days



HBO Pilot Takeaways


- **WORKFORCE DEVELOPMENT:** Students from the local Community College were trained and worked on the show.
- **BUSINESS ATTRACTION:** Other networks have been calling us as a result.
- **MARKETING:** When this airs on HBO in 2023, Arizona will have a major “win” to promote.



Arizona Film & Digital Media

WORKFORCE DEVELOPMENT *Arizona Workforce Initiative*

- The State Film Program created the training program that helped make those jobs possible.
- That program has been expanded and will be statewide in FY 2023 (start date: 09/12/22).
- Participating Community Colleges include Pima Community College, Glendale Community College, Scottsdale Community College, Yavapai College and Coconino Community College.




Arizona Film & Digital Media

WORKFORCE DEVELOPMENT

Arizona Workforce Initiative

- **IDENTIFY** existing businesses and workforce as training partners.
- **TRAIN** people with educational and industry partners to expand Arizona's crew base by 400 new crew personnel per year, with a five-year goal of 2,000 new crew.
- **PROMOTE** – Workforce “Crew” database in the *Arizona Production Directory* available through the Film Program's website.




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ECONOMIC DEVELOPMENT

Film Ready Arizona Initiative

- **DEVELOP** – Arizona “**Film Ready Communities**” to help local governments and businesses with industry *permitting, workforce, and location attraction*.
- **EXPAND** the statewide industry infrastructure - facilities, resources and support businesses.
- **SUPPORT** productions with finding locations, crew, talent support services, etc.



Arizona Film & Digital Media

PROGRAM TOOLS

Statewide & Online

www.GoFilmAZ.com

- **"Arizona Production Directory"** (Crew, Talent, Businesses)
- **"Locations" database** (Public & Private Property)
- **Film Offices & "Film Resource Coordinators"** (FRC)
- **Online Resources** (Production Essentials, Permitting, Partners)



Contact Us

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