



# California Film Commission e-Newsletter

April 2010

## In this Issue

CFC Hosts Annual Breakfast	1
CFC Showcases CA at AFCI Trade Show	1
Los Padres National Forest Improves Service	2
New Federal HIRE Act Incentive	2
CA Tax Incentive Update	2
Furlough Notice	2

## California Film Commission Hosts Annual Locations Breakfast

*CFC presents update on tax credit program and Regional Film Office reps stage location "Speed Dating" session*

California's recently implemented tax incentive for film and television production has already helped keep more than 70 productions from fleeing the golden state, and its impact is poised to continue over the next year. On April 15th, CFC Executive Director Amy Lemisch briefed the full house at the Sofitel Hotel on the upcoming application procedures and gave a status report on the nearly one-year old program.

"As we predicted when it went into effect last July, the incentive spurred an immediate response from producers who wanted to stay in California but otherwise would have been inclined to leave," said Lemisch. "We've demonstrated that California is competitive and once again viewed as the first and best choice."

Seventy-three projects have been approved for the program to date. Those projects will spend an

estimated \$1 billion dollars in California with \$400 million of that in Below-the-Line wages.

The incentive is California's most aggressive effort thus far to level the playing field and fight for the entertainment jobs and tax revenue lost due to incentives offered by more than 40 other U.S. states. Among such incentives, the California program is uniquely targeted to affect only the types of film and television projects most susceptible to runaway production.

In addition to providing an update on the state's incentive program, the 5th Annual Locations Breakfast included a "speed dating" session where film and TV production decision makers had an opportunity to meet in five-minute increments with representatives from 20 film offices across the state.

## CFC Showcases California at 2010 AFCI Trade Show

The California Film Commission partnered with the FLICS (Film Liaisons in California) to expand California's presence at the AFCI Locations Trade Show on April 15 - 17. Attendees at the 3 day exhibition had the opportunity to learn about California's diverse range of locations all the way from Humboldt down to Imperial County. Visitors were also eager to learn more about the California Film & TV Tax Credit Program.



The California booth was awarded 3rd Place-Grand Prize during this year's AFCI Locations Trade Show.

Please mark your calendars for the next  
CFC Board Meeting:

**July 30, 2010 (Los Angeles)**

## Los Padres National Forest Improves Service

On April 7, 2010, the Los Padres National Forest Supervisor's Office announced expanded contacts for obtaining film permits within the five Districts of the Forest that runs from Monterey County down to Ventura County. The CFC has been working with the Supervisor's office for more than a year on implementing this new and more client-friendly "Special Uses" administration which should result in improved service and faster turnaround on requests.

### Los Padres National Forest - Send or FAX form to:

#### **Monterey Ranger District**

(Including Big Sur Coast Area)  
Jan Benton  
406 South Mildred  
King City, CA 93930  
Voice: 661-245-3731 x228  
FAX: 661-245-1526

#### **Santa Lucia Ranger District**

(Including Figueroa Mountain Area)  
Helen Tarbet  
1616 North Carlotti Dr.  
Santa Maria, CA 93454  
Voice: 805-925-9538  
FAX: 805-681-2781

#### **Mount Pinos Ranger District**

Jan Benton  
34580 Lockwood Valley Rd.  
Frazier Park, CA 93225  
Voice: 661-245-3731 x228  
FAX: 661-245-1526

#### **Ojai Ranger District**

(Including Wheeler Gorge and Rose Valley Area)  
Veronica Garza  
1190 East Ojai Avenue  
Ojai, CA 93023  
Voice: 805-967-3481 x213  
FAX: 805-967-7312

#### **Santa Barbara Ranger District**

(Including Lower Santa Ynez and Camino Cielo Area)  
Veronica Garza  
3505 Paradise Road  
Santa Barbara, CA 93105  
Voice: 805-967-3481 x213  
FAX: 805-967-7312

## Tax Incentive Application Information

The California Film Commission (CFC) will begin accepting applications for the next round of fiscal year tax credit allocations on June 1, 2010 beginning at 9:00a.m. In order to be considered for the first day's allocation, applications must be received at the CFC office **no earlier than 9:00 a.m. and no later than 3:00 p.m.** See link for full details: [http://film.ca.gov/res/docs/pdf/press\\_release/2010/ProductionAlert-Tax-Credit-New-Allocation-Period\\_030310.pdf](http://film.ca.gov/res/docs/pdf/press_release/2010/ProductionAlert-Tax-Credit-New-Allocation-Period_030310.pdf)

## New Federal HIRE Act Incentive

In March, the Hiring Incentives to Restore Employment (HIRE) Act became law. This federal law is intended to reduce unemployment. The Act provides an exemption to an employer from paying its share of Social Security tax on wages paid to a qualified unemployed worker after March 18, 2010 and before January 1, 2011.

A qualified unemployed worker is a person who (1) begins employment between Feb. 3, 2010 and Jan. 1, 2011, (2) was unemployed for the

60-day period before beginning work, and (3) does not replace another employee of the employer unless the employee being replaced left voluntarily or for cause. The exemption applies to taxable businesses, non profits, and to startup employers hiring for the first time. For more information, go to <http://finance.senate.gov/legislation/details/?id=7e65ee8b-5056-a032-52d7-8703a47e967c>

Due to the state mandated furloughs, the California Film Commission, along with most state agencies, will be closed on the **1st, 2nd, and 3rd Fridays of each month through June 2010**. Please remember to allow 4 days advance notice when applying for filming permits.



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