

KEY PRIORITIES

- Create opportunities for diverse San Franciscans to get their stories told and gain access into the film and media industry
- Attract productions to shoot here and ensure they have access to a soundstage
- Partner with SF film and media industry to support the city's economic recovery
- Strengthen Relationships with Neighborhood & Merchant Associations
- Grow our brand that amplifies our vision



Create opportunities for diverse San Franciscans to get their stories told and gain access into the film and media industry

- Identify city and private sector funding initiatives to support SF filmmakers in partnership with unions, major studios, local production companies, media/film organizations, film festivals
- Expand training/internship programs to prepare local workforce in film/media and increasing diverse representation and pathways for young adults
- Build and strengthen relationships with SF based film/media organizations and companies to hire SF



Attract productions to shoot here and ensure they have access to a soundstage

- Identify short-term and permanent space for productions to base in San Francisco and explore opportunities for soundstage development with studios
- Promote rebate program through studio meetings, festival connections, and targeted marketing outreach.
- Support state-wide efforts on the expansion of the CA Film and TV Tax Credit Program to incentivize production activity to SF Bay Area



Partner with SF film and media industry to support the city's economic recovery

- Increase filming in downtown
- Support film activations (screenings and events) in downtown and beyond
- Develop a strategy to grow film/media businesses in downtown
- Conduct landscape analysis of SF film and media ecosystem
- Work with stakeholders to conduct listening sessions and research best practices to increase production activity including attendance at theaters/film festivals
- Identify funding and collaboration opportunities



Strengthen Relationships with Neighborhood & Merchant Associations

- Proactively engage with associations in advance of filming
- Engage with various chambers of commerce on benefits from local film production and business participation in our Film SF Savings Program
- Help neighborhoods and commercial corridors become advocates for the industry



Grow our brand that amplifies our vision

- Elevate the economic impact of the film/media industry on the city's economic recovery
- Increase awareness and use of the Scene in San Francisco Rebate Program
- Market SF to the independent film community
- Grow our Film SF team and engage Commission in our projects/initiatives

