



Washington Filmworks



YEAR IN REVIEW - 2011

The following were priority initiatives approved by the Board of Directors for the 2011 Work Plan as well as a progress report on each initiative:

SALES

CREATING COMMUNITY/CONSTITUENCY

CONTENT TECHNOLOGY

PROGRAM RENEWAL



THE STATS

2007 – 2011



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	2007	2008	2009	2010	2011	Total
Projects	8 Features: 3 MOW: 3 Commercials: 2	14 Features: 8 MOW: 1 Commercials: 5	14 Features: 6 MOW: 0 Commercials: 8	23 Features: 6 MOW: 0 Commercials: 17	12 Features: 6 MOW: 1 Commercials: 5	71 Features: 29 MOW: 5 Commercials: 37
East vs. West	East: 3 West: 5	East: 5 West: 9	East: 5 West: 9	East: 5 West: 18	East: 2.5 West: 9.5	East: 19.5 West: 51.5
Funding Assistance	\$1,258,216	\$3,018,889	\$4,389,185	\$5,225,030	\$4,072,758	\$17,964,080
Estimated WA Spend	\$6,334,790	\$15,148,744	\$15,140,536	\$17,573,738	\$15,075,863	\$69,273,674

THE STATS

2007 – 2011

\$69.2M pumped into statewide economy

- \$31M on wages and benefits
- \$37.9M on small businesses

Projects generated \$137.7M in revenue impacts from \$20M investment

- Benefits 689% greater than costs

Immediate Job Creation

- 4178 jobs created
- Annual Salaries for positions.....
 - 30% of jobs earn more than \$60K p/year
 - 42% of jobs earn between \$30K – 60K p/year
 - 28% of jobs earn less than \$28K p/year
- All provide health and retirement benefits for Washington workers
- Employment for film workers during recession higher than the statewide average



REGIONAL DEVELOPMENT / CREATING COMMUNITY

Cultivating relationships within the film communities statewide and representing our creative community on the national scale



Programs:

- Pulling Focus
- The Fly Filmmaking Challenge
- Community educational panels
- Industry Roundtable
- Film, Music and Interactive Monthly Happy Hour event



Production Resources:

- First Point of Contact
- Online Location Database
- Permitting Information
- Regional Film Liaisons Network



Representing The Region:

- Park City 2011
- SIFF 2011
- LA Sales Trip
- Olympia
- Newsletter / Facebook



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CONTENT TECHNOLOGY

Expanding to include conversations about innovative technology, digital distribution paradigms and multi-platform storytelling

Principal Partner in Content Technology initiative with the Seattle Film + Music Office

- Authored Report in November 2010
- Information sharing with the Board of Director's of WF
- Changes in legislation introduced in 2011 Legislative Session
 - Expanded definition of motion picture production
 - Created a 10% fund to accommodate content creation
- Monthly Film, Music and Interactive Happy Hour event in partnership with the Seattle Film + Music Office, GeekWire, Recording Academy and the Art Institute of Seattle



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PRODUCTION INCENTIVE RENEWAL

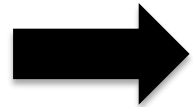
A Review of the 2011 Legislative Session



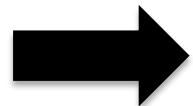
SB 5539 introduced by Senator Jeanne Kohl-Welles and HB 1554 introduced by Representative Phyllis Kenney



SB 5539 amended in committee but passed out of Senate with a vote of 30 to 16



Representative Ross Hunter amended the companion bill in the House Ways and Means committee to annual cap of \$1.75M



Bill never makes it to the floor of the House for a vote. Legislation blocked by Speaker Frank Chopp

2006

2007

2008 MOVING FORWARD



2009

2010

2011

2012

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Strategy for 2012 Legislative Session

KEY MESSAGES

We didn't get defeated in the 2011
Legislative Session

The Senate bill is still viable and
can be put in to play in an
upcoming session

We have a great economic
development story to tell.

High profile elected officials
support the program

WF office will remain open until
June 30, 2012

CHALLENGES

Statewide Budget Shortfall

Anti Tax Incentive Sentiment

Influencing Speaker Frank Chopp

Educating elected officials about the
economic impact and job creation of
the film industry

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Strategy for 2012 Legislative Session



Identifying Best Strategy

Jobs bill vs. Stand Alone Bill



Economic Impact

Working with Community Attributes International to Build Economic Impact story



Telling Our Story

Working with GreatWork Strategic Communications to build a story that legislators can feel good about



Lobbying Key Elected Officials

Working with the legislative committee, labor and our lobbying team

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Strategy for 2012 Legislative Session

How To Help....



Identify Legislative Districts (for home and work)



Sign the Business Letter of Support



Become A Team Captain



Write Your Legislator



Sign Up for WF Newsletter



Watch for our Legislative Blog



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