

HOW TO MARKET YOUR CITY TO THE FILM INDUSTRY

The WashingtonFilmWorks has been working with local contacts throughout the state to create a strong in-state film liaison network. Following are some basic guidelines for marketing your city and surrounding areas to filmmakers. If you are interested in becoming a liaison for the WashingtonFilmWorks, please contact us at (206) 264-0667.

1. Photograph your city and surrounding areas taking panoramic photographs. Attached are directions as to how to best take these shots.
2. Using these photographs, put together photo files in folders, making sure to identify each photo and file with the area name, directions, month and year photo taken, contact names and phone numbers, and any other pertinent information that would help a filmmaker to make their decision.
3. Include in your files historic buildings, streets, homes, scenic roads, unique structures, grand vistas, etc. Note surrounding noises such as trains, regular airplane flight paths, highway noises, etc.
4. Make a list of contacts in your area, making sure to include all phone numbers.
 - a. Lead person in community that the filmmaker would contact.
 - b. Public works department or whatever agency issues permits.
 - c. Police or sheriff's department or whatever agency handles traffic control.
 - d. Parks department
 - e. Schools and hospitals.
 - f. Any other contacts that may be useful to filmmakers.
5. Make a list of local hotels/motels, number of rooms and services provided, and who the lead contact person would be.
6. Include driving distances both in miles and hours, from the nearest large airport and city.
7. Keep all this information handy and in a format that would be easy to quickly copy and/or fax to a filmmaker. Send a duplicate file to WashingtonFilmWorks for our reference.
8. Invite all location managers and scouts to come to your city and surrounding area for a familiarization trip (Fam Trip). Have the above information available for their files. We can help you with this.
9. If you get a film project in your area, please notify WashingtonFilmWorks. We will gladly offer any assistance you may need and keep track of all projects filmed in Washington.