

About The Seattle Film Industry Caucus

The Seattle Film Industry Caucus is a group of film industry professionals that represent all facets of motion picture production as well as the support services that work directly with the local community. Its mission is to work collaboratively to design, implement and advocate for a sustainable film industry in Seattle.

Proposals for Mayor Murray and the Seattle Office of Film + Music (Rev. 03/07/14)

This proposal outlines how to expand current initiatives and create significant opportunity for Seattle to build upon its national reputation as a destination for motion picture and commercial production.

Seattle Office of Film + Music – Capacity

The Office of Film + Music manages not only permits but is a front line sales force for film and commercial production. It is currently at its maximum capacity to meet current demands and customer service standards.

- The Caucus recommends that the Mayor add a minimum of one Full Time Employee to the Film + Music Office immediately and then add increased capacity proportionately as demand increases.
- The OF+M will engage with other regional authorities to provide leadership to King County, the Port of Seattle, and other local municipalities.
- The OF+M will research and enact procedural efficiencies to maximize workload and service productivity.

Commercialize Seattle

Commercialize Seattle is a long-term vision for the film industry that needs significant investment from the City in time, energy and financial resources. In order to maintain the initiative's momentum and further grow commercial work in Seattle and Washington State, the Caucus suggests the following steps be taken.

- Allocate an annual investment of \$150,000 to help build infrastructure to support increased production and help achieve important marketing and sales efforts that will bring more business to the city.
- Expand the marketing campaign by making the website available on mobile devices and allow for the website to be constantly updated with new, locally produced work.
- Allocate resources to produce high-level marketing materials and a series of short films that represent the rollout of the marketing campaign.
- Allocate resources for Kate Becker to travel to Los Angeles, New York and regional markets to help build meaningful relationships with production companies, agencies and brands to secure business.

City Incentive Programs

In order to create a competitive film industry within the City of Seattle, the Caucus recommends that The City launch a Seattle City Film Incentive program patterned after Washington Filmworks that offers productions a return on their investment in the local economy. The program should be funded at a minimum of \$500,000 annually.

- The level of funding assistance should be based on criteria established by the City that aligns with growing a sustainable film industry in the area.
- The incentives should work in tandem with WF projects to attract state incentivized productions to shoot in Seattle.
- The program should offer incentives to productions that may not meet WF criteria but still provide valuable production jobs to Seattle workers.
- Criteria can also be established to encourage Green Filming and working in economically challenged areas, similar to other programs currently available across the country.

Production Incentive Program

Despite a national reputation as a home for independent film and commercial work, Washington Filmworks regularly turns down business because of the small size of the state incentive program.

- The Caucus recommends that Mayor Murray and the City of Seattle work in partnership with Washington Filmworks to develop and advocate for an increase in the state incentive program to no less than \$30 million annually.

The proposal outlined above is an ambitious legislative and administrative agenda, but the Seattle Film Industry Caucus believes that these are necessary steps to continue to build upon current momentum to achieve a thriving, sustainable

film and video production industry in the City of Seattle and State of Washington. In true partnership with the City (and State) the Seattle Film Caucus will endeavor to help educate the community in the business and best practices of film production to achieve the aforementioned goals.