

Massachusetts

Film & Media Industries
as Economic Drivers



Why film?

- Effects many economic sectors
- High-paying jobs
- Business opportunities
- Drawn to Economically-challenged areas
- Mobility of industry
- Effects on Tourism

Economic Sectors



New England Studios includes four 18,000-sq ft soundstages, a mill, production offices, storage buildings, encompassing 126,000 square feet.

More stage facilities are expected in 2014

Major Infrastructure

- The Price Waterhouse Coopers Entertainment Media Survey estimates an annual growth rate of the US film industry of 6.6%
- Estimated US annual spend: \$3 trillion
- Film is one of the largest US exports

US Film stats

2012

- Number of productions: 10
- Feature Films: 6
- Television: 4

- Resident Worker Days: 68,941
- Resident Crew Hires: 2,334
- Number of Principal Roles: 192
- Number of Background: 5,478

- Estimated spend: \$174 Million

2013

- Number or Productions: 22
- Feature Films: 7
- Television: 13

- Resident Worker Days: 105,061

- Estimated spend: \$212 Million

MA Film Stats

- American Hustle
- Hatfield & McCoys
- The Equalizer
- The Judge
- Olive Kitteridge
- Basic Math
- The Business Trip
- The Forger
- Boston Underdogs
- Chasing Life
- Clear History
- Fairhaven
- Here Comes the Boom
- Labor Day
- Captain Phillips
- Gilded Lilys
- Frank the B@stard
- The Makeover
- The Heat
- The Way, Way Back
- Grown Ups 2
- I Don't Know How She Does it
- I Hate You Dad
- Crooked Arrows
- R.I.P.D
- TED

Major Productions: 2011 - 2013



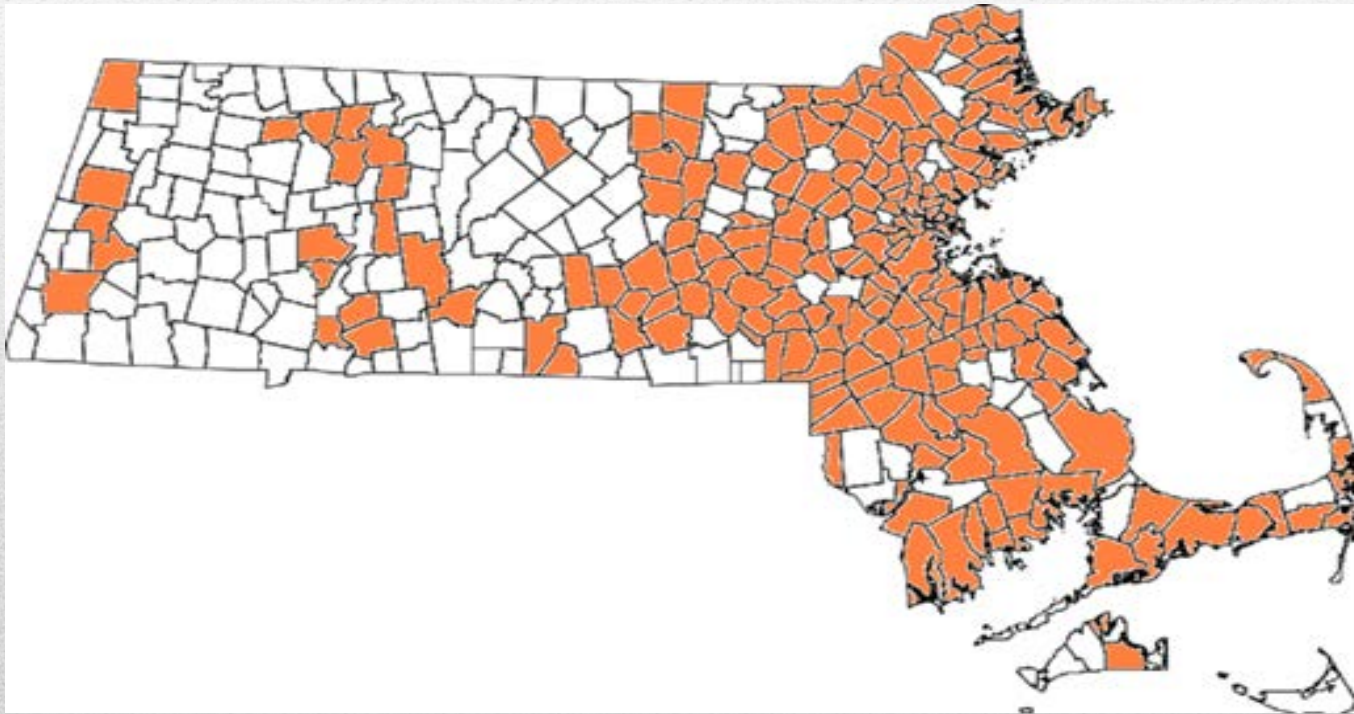
2012 – 2013

Acton, Andover, Ashland, Bedford, Belchertown, Beverly, Boston, Buckland, Burlington, Byfield, Cambridge, Chelsea, Concord, Danvers, Dorchester, Duxbury, Essex, Everett, Georgetown, Gloucester, Grafton, Greenfield, Ipswich, Leicester, Lenox, Lexington, Lincoln, Lynn, Mansfield, Marblehead, Marshfield, Maynard, Medfield, Medway, Middleton, Millbury, Milton, Natick, Newton, North Andover, Onset, Pembroke, Peabody, Pittsfield, Plymouth, Revere, Rockport, Rowley, Salem, Saugus, Shelburne Falls, Somerville, Spencer, Sterling, Sudbury, Sutton, Swampscott, Tewksbury, Topsfield, Turner Falls, Tyngsborough, Waltham, Wareham, Wellesley, Westford, Weston, Winchester, Woburn and Worcester


Location shooting in 70 cities & towns

Productions have purchased goods and services from local businesses in **over 70%** of all cities and towns in Massachusetts.

Some of the **over 200** communities that have benefited directly from local production spending



Production Spending in our Communities



To promote the production of film, television and digital media for the purposes of job creation, business expansion, and increased tourism for the Commonwealth of Massachusetts.

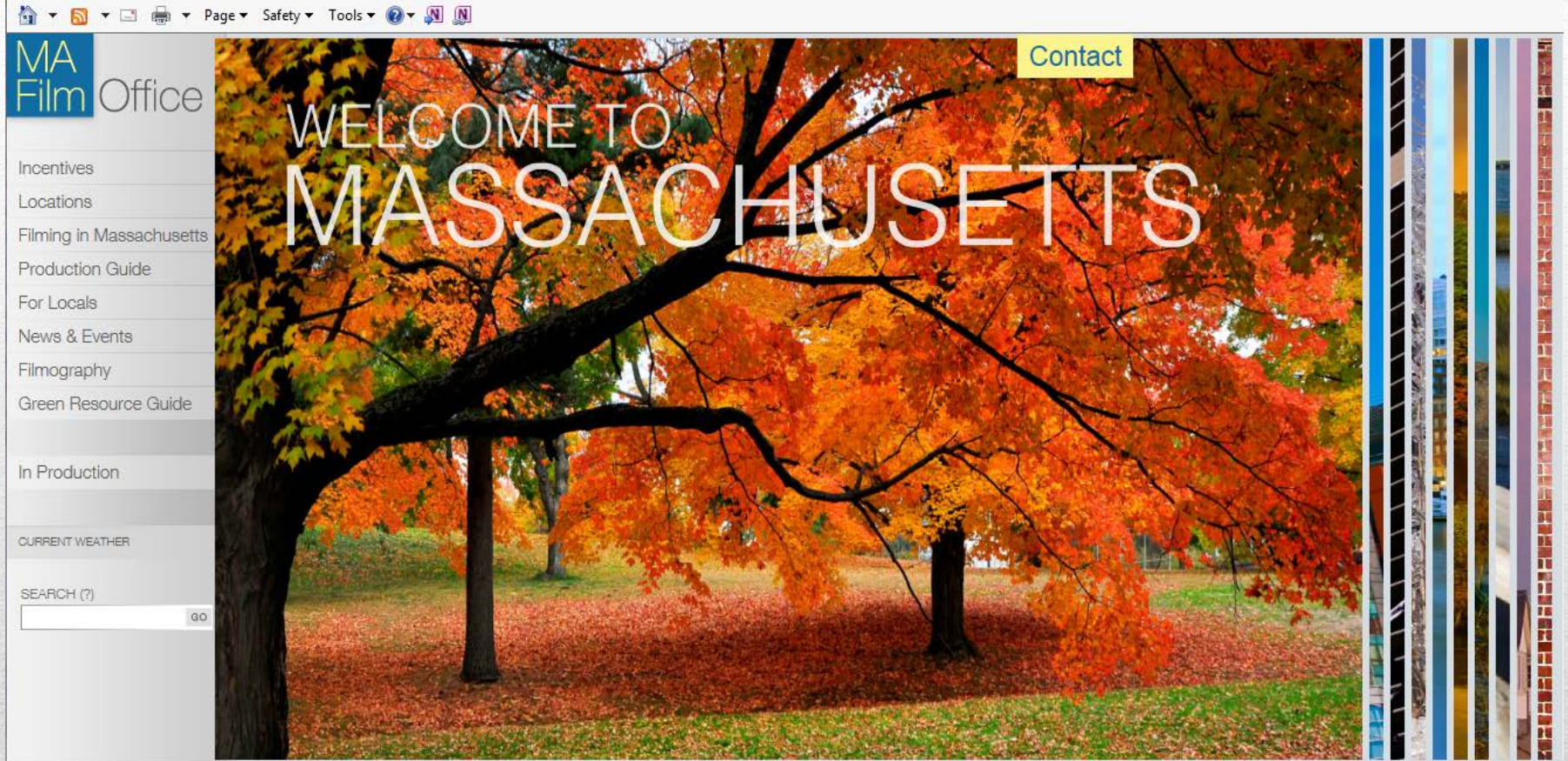
Mission

- Searchable Photographic Library
0 - 30,000 photos
- Customer Management System
0 - 1,064 clients
 - Online Production Guide
 - ~Crew
 - ~Businesses and Services

New Systems

- Website: searchable, user-friendly, comprehensive
- LA Tradeshow: All film commissions, worldwide
- Film Industry Events: Cineposium, Festivals, Etc.
- Trade Missions: visiting major studios, indies, networks, cable
- Panels, speaking engagements: free exposure to target audience
- Advertising: minimal
- Word-of-mouth: the most powerful advertising of all
- Films and television shows shot in Massachusetts
- Film Tourism: further exposure

Marketing Mass



MFO Website



AFCI Locations Trade Show



Film Panels

On Location: A New England Village

By PAT RYAN

UP in the highlands of western Massachusetts, a Brigadoon lies squirreled away in the dense forest.

Indians fished for salmon at the falls on the Deerfield River here in the 17th century; Europeans settled here in the 18th century. After the Mohawk Trail, designated a scenic road, opened early in the 20th century, touring families began to discover the attractions of this town, named for William Petty, Earl of Shelburne. And now, 100 years later, explorers have arrived from out West.

In the last year, Hollywood has made Shelburne Falls the cinematic canvas for two movies. Overnight, with a little window dressing, this village can mutate into other places or eras. Any morning, townsfolk could wake up in a Colonial village, the Wild West or even Indiana.

For Emily Bourque, a waitress at the Gypsy Apple restaurant on Bridge Street, there's magic in watching that transformation. "The last movie, we were in New Hampshire," she said, "and now Indiana. I'm interested to see where we'll be in the next one."

"Labor Day" filmed here last year and scheduled for release on Christmas Day, is set in Holton Mills, N.H., an imaginary town at the heart of Joyce Maynard's novel of the same title. "The Judge," which takes place in the fictional Indiana town of Carlinville, was filmed here this summer.

The team behind "The Judge," which is directed by David Dobkin and stars Robert Downey Jr., Robert Duvall and Vera Farmiga, spent a lot of time searching for a location with just the right small-town appeal, said Susan Downey, a producer of the film and Mr. Downey's wife. Shelburne Falls, some-



SHANE PALMER FOR THE NEW YORK TIMES

Shelburne Falls, Mass., became a film set again this summer as cameras rolled along Bridge Street, making "The Judge," a story set in Indiana.

Film Tourism

MA
Film

Office

A Division of
Mass Office of Travel & Tourism/
EOHED

www.mafilm.org
