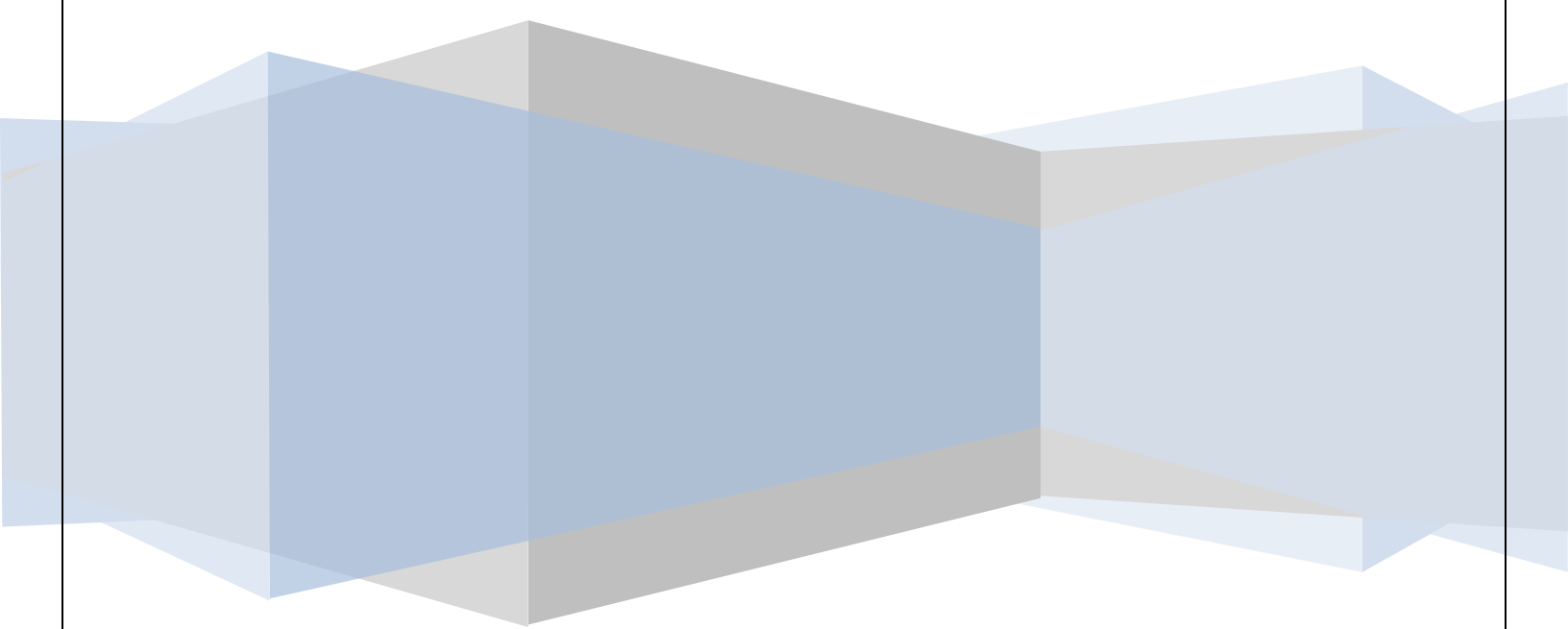




A Guide for Communities

How to Market Your Home & Community for Film
& Television



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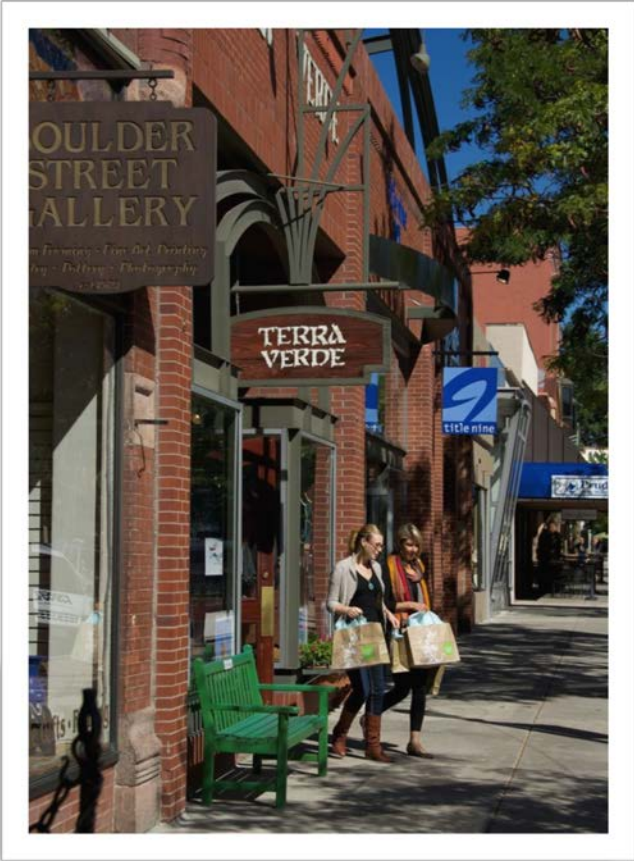
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Old Colorado City, Colorado Springs

What's in it for Me?

Promotional and Tourism Opportunities

Featuring your home or business in film and television shows provides great promotional opportunities. Other states with heavy film and television productions, such as California, New York, Louisiana, Georgia, and New Mexico have capitalized on the tourism aspect of film exposure. Websites such as www.cometourgeorgia.com and www.visitalbuquerque.org offer self-guided tours of popular film locations. The Four Corners Film Office in Durango continues to field inquiries for tourists looking for iconic film locations. From *Butch Cassidy and the Sundance Kid* to *True Grit*, southwest Colorado is still associated with these timeless Hollywood westerns.

“ The movie so touched a chord that since its 1989 release, hundreds of thousands of fans have come to this corner of Iowa to run the bases, walk in the cornfields and soak up the feel of the place, which looks much

The New York Times

as it did in the film.” – The New York Times, regarding the actual baseball field featured in the film *Field of Dreams*.



THE LONE RANGER IN CREEDE 2012

Johnny Depp has been wearing Jenny's "Crow Necklace" as a hat band since visiting Creede in June, 2012 for the filming of his upcoming release, *The Lone Ranger*.



Star driven films bring can bring an extra layer of attention to your community

Increased Property Value

Using your property as a filming location brings a certain cachet and can increase property value. Consider the iconic homes associated with *Mork & Mindy* or *Home Alone*.



“Advertising can't buy this kind of exposure and the way people see the movie and connect it to real estate...we raised the price after the movie was released. This apartment has been discussed everywhere now, including in print stories in China.”

**THE
Hollywood
REPORTER**

Regional Economic Benefits

Not only do productions hire a wide variety of direct crew members, but businesses in your community benefit directly. Consider the amount of services needed by film and television crews, such as:

- Car Rental Agencies
- Caterers
- Hotels and Vacation Home Rentals
- Office Rentals
- Copy Stores & Sign Shops
- Equipment Rentals
- Restaurants
- Bars
- Retail Stores & Gift Shops
- Recreation Facilities

Extra Income

Although you can entice productions by advertising a free location, it is standard for professional productions to pay a location fee, usually by the day.

Types of Productions

Feature Films

Feature films are narrative, fiction films ranging anywhere from 20 minutes (a short) to over 90 minutes (feature length). There are two types of feature films: independent and studio. These films can greatly differ in budget, size and content. A typical studio-funded feature length project has a cast and crew size of 50-150 people, shoot anywhere from 1-3 months, and may take a year or more from concept to theater. Independent film crews can be as small as 10 people and have much stricter budgets (independent films are privately financed). Despite the size and budget of the film, location and set needs will likely be the same.

Documentary Films

Documentary films have much smaller crews and tend to work on a smaller scale. Some of them might even go unnoticed or take place in only one location. Documentary films generally take several years to complete and generally have smaller budgets than feature films, despite the length of the documentary.



Episodic Television

Television comes in many forms: drama (typically one hour), sitcoms (typically 30 minutes), reality (typically 30 minutes), or documentary style reality (i.e. PBS). The needs of television productions tend to be much more immediate than feature-length films. On-set television production can shoot anywhere from one day to one week. Reality shows might film for one segment or “on location” portion of the show, or might film for several months if your location is the basis of the story (i.e. the reality show *Prospectors*, which films on Mt. Antero and surrounding areas)

Commercials

Commercials have a very short turnaround time; location and permitting assistance is usually needed immediately. The length of the project is generally 2-5 days with anywhere from 10-50 crew members. Commercials have a very short deadline from concept to air date, thus creating a more immediate need for assistance.

Still/Catalog Shoots

Still and catalog shoots have a very short turnaround time. They are usually filmed in one or two days. The catalog company, having a definite idea of where the catalog should be shot, usually retains producers and the photographer. The crew is small, and has less impact than other productions.

Production Schedules & Roles

All productions, large and small, follow the same basic steps of production.

Pre-Production

Pre-production is the planning stage that happens after a project has been “green lighted” – or secured financing, major cast and major crew members. This is the stage where you will likely be contacted for a filming location. In pre-production, producers start looking for locations, crew, make artistic decisions and finalize budgets and scripts.

Production

Production is when the shooting of a film actually happens. For all types of production, the average filming day lasts twelve hours. This stage is generally the shorter of the three stages.

Post Production

Post Production is the last step where editing, sound editing, music and final touches are added to the film.

Regardless of the type of project or size of the project, most productions will have the essential crew members.

Location Scouts

Location scouts find and recommend locations based on the script and artistic vision of the director. You will likely be contact by a location scout or location manager.

Location Managers (and Location Assistants)

Location Managers might double as a Location Scout, but the Location Manager is in charge of the actual negotiation of contracts, securing all necessary permits, and overseeing operations on set.

Line Producer/Unit Production Manager

Line Producers and Unit Production Managers (UPM) are in charge of all production arrangements such as hiring crew members, overseeing the budget and keeping the production on schedule. Line Producers and UPMs are generally on set every day, whereas other producers, such as Executive Producers, may never travel to the set location.

Working with Filmmakers and Productions

Location professionals and producers are almost always working on a very tight timeline so be prepared to respond quickly to their requests.

Your Community

If you are marketing a community or larger area, be prepared to have several choices and high quality images to share with the scout. It is important to be familiar with all rules and regulations that might affect filming. You should be aware of permits required to film in or around your area; times of day/night when filming is permitted; local weather patterns; local/seasonal events that could impact a production and the availability of local production resources.

Be prepared to do some location scouting and know your area. To help get you started, ask the following questions:

- What is the specific description of the location being requested?
- When are they planning to film at the location and for how long?
- Will they film interiors, exteriors or both?
- Will they be filming during the day, night, or both?
- What kind of vegetation and terrain is acceptable?
- Is there a specific architectural style that is needed?
- Will the production company need to have control, or close, any roads?
- How long will the roads need to be closed? Are Intermittent Traffic Closures (ITC's) possible?
- What are the parking requirements for production vehicles, cast, and crew?
- What are the housing requirements for the cast and crew? Differentiate between budget rooms needed and higher end, if necessary, for cast, director, and producers
- How far are they willing to travel from the hotel(s) to the location?
- Will they need to have control or access to any other areas, buildings?
- What are the electricity needs? How many generators will be on set?
- Is the location supposed to be in Colorado or another region?
- Are there any special effects (fire or explosives) that are part of the shoot?



Your Home

If you are inviting filmmakers into your home, consider the following questions before committing:

- How many days will they shoot? Do they need rehearsal time?
- Will there be a lot of noise?
- How large is the crew and how will it impact my neighbors?
- Do I need permission from my HOA or landlord?
- Will you be shooting during the day, or overnight?
- Can I remain in the house during filming, or will I need to stay somewhere else?
- How many vehicles need to be accommodated? Do you need special parking permits for oversized vehicles?
- Do I need a 're do clause'?

Though there are a lot of factors to consider, most of these can be addressed ahead of time. Here are a few other helpful tips to ensure your safety and protection:

- Ask for the producer or directors credits, or check websites such as www.imdb.com for credibility
- Work with a local location manager ahead of time to develop contracts for your property
- Agree upon the exact number of days required for the shoot plus preparation and wrap time – a shoot day is typically 10-14 hours
- Ask for proof of insurance
- If changes are made to your property which were not discussed in negotiating your location release, ask the workers to stop. Ask the location manager or other responsible individual to contact you
- To keep neighborhood disturbance at a minimum, it is best to be discrete about filming at your location in order to avoid attracting too many onlookers
- Ask the assistant director where the best place is to observe the filming, and ask for permission to photograph members of the cast or crew
- The company is responsible for cleaning up your property and the surrounding areas as a result of the production. Check with the location manager to be sure arrangements have been made for garbage removal.
- The production is responsible for restoring your property to its original condition
- Be sure you have on file the company's telephone number(s) and address and the location manager's phone number(s) and home address

- Consult an entertainment attorney
- Consult a local location manager
- If there are any other concerns, call the Colorado Film Office at 303-892-3840

Experienced producers and directors adhere to professional standards and will follow all guidelines and contracts negotiated before filming. The Colorado communities and homeowners that have hosted experienced film crews have had wonderful experiences. If you are uncomfortable opening your property to student filmmakers or un-experienced location managers, just say no.

Listing your Property

Thank you for your interest in listing with our film/TV location database. Please send digital photos by using our location submission form (http://co.reel-scout.com/loc_add.aspx). The COFTM will review your photos and your property will be added to our location photo database.

Getting Started

- Send as many photos per location as you can. You will not be able to edit your listing once submitted, so please submit all photos at one time or contact the film office at info@coloradofilm.org
- Photos should be in JPEG format of high quality, but no larger than 8MB
- You must be the actual owner of the property, or have the authority to approve filming, to submit photos to our database.
- If submitting community or landscape photos, try to submit photos showing the different seasons
- Try to reduce the number of people in the photos
- Do not submit video clips or brochures
- If submitting a home, business or other building, include interior and exterior shots. If interior shooting is not allowed, please make note of this in the “usage restriction” field.
- If you have multiple properties, please submit one submission per property
- Be sure to title each file accordingly (i.e. front yard, kitchen)
- Detailed shots such as doors or fixtures are not necessary
- In your submittal, include the following (please note that the public will not be able to view any private information)
 - Your full name and title, if applicable
 - Photo credits, if applicable
 - The address of your property
 - Your contact information
 - Verify property ownership
 - Square footage/specs of buildings on property and number of acres
 - Indicate any distinctive surroundings or features (i.e. airports or train tracks)
 - Indicate which types of productions you’re willing to allow (studio films, independent films, reality television, etc.)

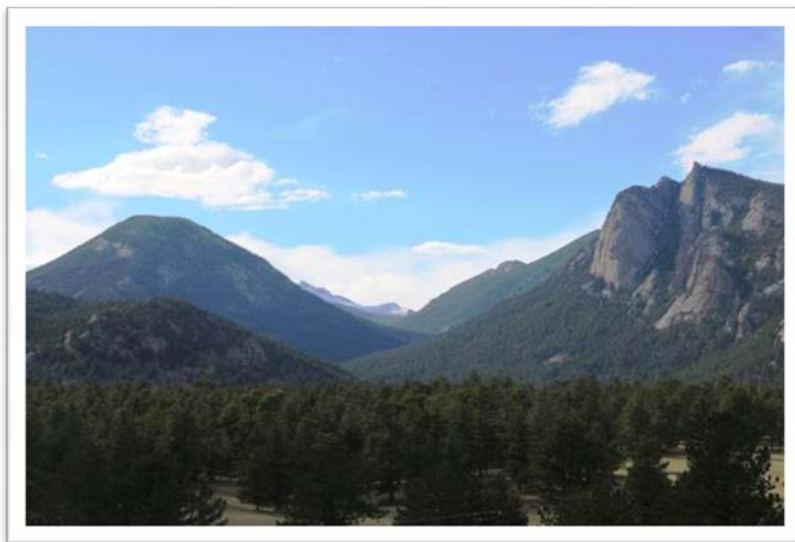
What to Expect Next

If a production company is interested in your property, initial contact will be made to the COFTM. COFTM will verify the authenticity of the project and forward your information as you have indicated on the form (if you would like to make the first contact with the inquiry, please note instructions on the submission form).

What should I charge?

All negotiations for filming use, rates, and so forth will be between the production company and the property owner. There are several factors that can determine what you can charge as location fees. You should consider the costs of utilities, extra staffing/security needed, and any lost business if you are a business owner.

Productions can range from low budget indie films, to popular Network TV series to a large studio feature. We recommend developing a sliding fee scale that takes into consideration varying crew sizes and production budgets. Call the COFTM with questions at anytime at 303-892-3840 or info@coloradofilm.org.



Estes Park, Colorado

Becoming a Local Liaison to the Colorado Office of Film, Television & Media

The job of a Community Liaison is to encourage production in your community, and ensure that both the production company and the community are happy after the final wrap. Remember, you work for your community and not the production company, thus your first obligation must always be to your community.

- Be the local “go to” source for information on permits, know your local government, law enforcement, business owners, real estate professionals, land owners and others in your community.
- Be connected before a production company calls. Maintain an up-to-date location photo library (provide local photographs to the Office of Film Television & Media so we can better promote your community).
- Work with local businesses and hotels in advance of the production company arriving to help them feel welcome.
- Know who is “film friendly” and who is not, before productions arrive.
- Serve as a liaison between the production and your community to ensure communication between the two is open and everyone involved is well informed.
- Provide information about local events that may affect filming.
- Help communicate any needs the production company may have, i.e. props, extras, etc.
- Help problem-solve issues that may come up before, during, or after production.

Building Local Support

Part of your role as the community film liaison is to gain support throughout your community and accommodate production companies who are shooting in your area. Companies will not want to return to an area where they don't feel welcome, and your community will not support you if they are not benefiting from film production.

Show producers and location scouts what you have to offer. Advertising is a great way to bring production to your community. Designate a section of your website specifically for production. If you hire new personnel or volunteers, train them to interact with the production community.

