



On the set of **Always San Francisco** shoot. Photo courtesy of SF Travel.

**FILM  
SF**

**IMPACT REPORT**  
**FISCAL YEAR 2022-2023**

# CONTENTS

**2**

**INTRODUCTION  
FROM THE MAYOR**

**3**

**WHY FILM IN  
SAN FRANCISCO?**

**5**

**FILM SF'S WORK**

**12**

**FILM SF PROGRAMS**

**17**

**FUNDING**

**18**

**ECONOMIC IMPACT**

**20**

**FILMING STATISTICS**

**24**

**NOTABLE PRODUCTIONS**

**31**

**WHAT PRODUCTIONS AND  
BUSINESSES ARE SAYING**

**37**

**FILM SF MOMENTS**

**38**

**FILM SF STAFF &  
COMMISSIONERS**

**41**

**LOOKING AHEAD**

# INTRODUCTION FROM THE MAYOR

San Francisco's picturesque landscapes, iconic landmarks, and rich cultural diversity have long captivated audiences around the world through the magic of cinema. Our city serves as the backdrop for countless memorable productions including the recent Amazon TV's series of Bay Area filmmaker Boots Riley, *I'm a Virgo* and Apple TV's *The Last Thing He Told Me*, starring Jennifer Garner. From the sweeping vistas of the Golden Gate Bridge to the historic charm of neighborhoods like North Beach and the Mission District, San Francisco's unique character enhances the storytelling experience like no other place in the world.

I do want to recognize the industry's resilience as it navigated a complex web of challenges this fiscal year. The West Coast experienced unpredictable weather, including atmospheric rivers that disrupted outdoor shoots and delayed schedules. Additionally, the looming anticipation of joint SAG-AFTRA and WGA union strikes impacted production planning and investment decisions, particularly in the third and fourth quarters of the fiscal year. Despite these challenges, San Francisco's film industry showed adaptability in navigating these obstacles to continue contributing to the city's vibrant creative landscape.

We also have a lot to celebrate this past year. Film SF collaborated with various San Francisco-based organizations, including BAVC Media, Center for Asian American Media, Frameline, Independent Television Service, Jewish Film Institute, SFFILM, IATSE Local 16, and Teamsters Local 665, on the inaugural **Spotlight on San Francisco** event at the **2023 Sundance Film Festival**. This initiative celebrated the abundant local talent in San Francisco, aiming to establish the city as a prime destination for storytellers. In addition, I appointed Manijeh Fata to serve as the Executive Director of Film SF after seven years of dedicated service, as she brings a community-minded approach to the organization's work and has forged even deeper connections within the local film and media ecosystem. Her exceptional contributions to the film industry are a cornerstone of the city's economic recovery efforts.

San Francisco is committed to supporting the film industry by streamlining permitting processes, offering incentives, and providing resources to ensure a thriving filmmaking environment. Several notable productions took advantage of the benefits of filming in this city including SF Travel's *Always San Francisco* campaign which aimed to capture the city's beauty and attractions; *The Art of Love*, an independent feature film based on a book by James Franco's mother was filmed in various iconic neighborhoods such as the Tenderloin, Buena Vista Park, and Haight; the collaboration between **Step One Films and Señor Sisig** resulted in a local commercial shoot at the Ferry Building and Valencia Street.

Film production in San Francisco is an essential part of our city's identity and economic vitality. No city in the world looks better on the big screen than our City by the Bay. Together, we can continue to make San Francisco a beacon of inspiration for filmmakers and audiences alike.



Sincerely,

London Breed  
Mayor, City and County of San Francisco



# WHY FILM IN SAN FRANCISCO?



Photo courtesy of SF Travel.

It all starts with the story. More often than not, San Francisco is selected because the story requires a setting that can evoke the City's unique perspective and place in the world, where our history and culture play an important role, and where our diverse landscape and world-recognized icons frame the location in the viewers' minds. San Francisco has never been camera-shy. It's easy to see, therefore, why so many directors view the City by the Bay as a separate and distinct character in their films, far more interesting and complex than many other destinations. San Francisco is never simply a backdrop. Its selection is purposeful, intentional.



Photo courtesy of SF Travel.

"San Francisco's captivating landmarks and sweeping skylines easily lend to several iconic movies and television shows choosing our scenic city as the primary location to shoot in."

**SanFrancisco**  
magazine



San Francisco's global appeal is undeniable. No matter where I go in the world, this City holds a charm and an allure that's like nowhere else. And as we've heard in countless research studies over the years, the inspiration to travel here comes largely from the movies and television shows that are filmed in the Bay area. It's no wonder – the natural beauty and the globally-recognized icons make San Francisco an additional and compelling character on the screen."

**Joe D'Alessandro**

President/CEO, San Francisco Travel



# WHY FILM IN SAN FRANCISCO?



On the set of **Tonari**. Photo courtesy of Sophia Noel.

While the story is paramount, and the location is essential to help tell the story, there are many other criteria filmmakers use to make their decision to film here. We are the technology and innovation capital and have a diverse Bay Area crew and strong talent base. We are a city that provides a strong film incentive within a state that has a robust film tax credit. Our city agencies support productions, film organizations, and media companies which are instrumental to our thriving ecosystem in San Francisco, and all contribute to make the City a dynamic and compelling destination for filming.

"San Francisco's fame as an eclectic and recognizable city has gained it some well-deserved cameos in countless movies."

✱ SECRET SAN FRANCISCO

# 4

“

When living in San Francisco, the colorful bay windows and peaks of the ocean are taken as part of the background of our lives, so it was a beautiful experience to capture the iconic wanderlust of the city through film and rediscover the city all over again.”

**Sophia Noel**  
Choreographer, **Tonari**



Photo courtesy of SF Travel.

# FILM SF'S WORK



On the set of *Tonari*. Photo courtesy of Sophia Noel.

Film SF and the San Francisco Film Commission champion filming in San Francisco to support a diversity of storytellers and our thriving production community. As a division of the Office of Economic Workforce Development, we strive to:

- Attract filmmakers to this cinematic city and support our local storytellers to foster filming in order to stimulate economic development
- Create jobs and promote local spending
- Share the beauty of the City with the rest of the world, which attracts tourism and strengthens our economy

Film and media production is an economic engine that drives job creation, economic stability and sustainability of the City and its residents.

[“Though present-day directors and producers flock to San Francisco to shoot blockbuster films, SF’s film history stretches far back into the 20th century: movie legends like Charlie Chaplin and Alfred Hitchcock filmed some of their most famous works in places like the Palace of Fine Arts and Dolores Park.”](#)

The **San Francisco** Standard



## HOW WE CHAMPION FILMMAKING IN SAN FRANCISCO

- Facilitate production activity in San Francisco from student projects to blockbuster films.
- Work closely with productions to assist with locations and coordinate with various City departments to help realize their vision.
- Market San Francisco as a filming destination for the motion picture, television, advertising, digital content and other related industries and promote local film incentives.
- Partner with the local film community to support local projects with significant ties to San Francisco, including through our Film Space Grant.
- Promote training and job opportunities for San Franciscans to gain access in the film and media industry.
- Work to meet the needs of the productions, merchants, the City, and our residents so that there is a positive take-away from the filming experience.
- Connect productions to merchants and neighborhood groups to facilitate their filming in various neighborhoods, and drive economic impact to San Francisco's diverse neighborhoods.
- Partner with film schools, interest groups, councils, organizations and institutions related to the film industry work in San Francisco.
- Advocate state-wide efforts on the expansion of the California Film and TV Tax Credit Program to incentivize production activity to the San Francisco Bay Area.
- Uplift our local industry and highlight our rich and vast media landscape to amplify the San Francisco brand.



On the set of a **Nissan** car commercial. Photo courtesy of Chris Friedman.



## COMMUNITY ENGAGEMENT



CAAM Fest Launch party. Photo courtesy of Film SF.

### Partnering with and supporting San Francisco film and media organizations is essential to our work.

These are invaluable opportunities to connect with partners and audiences to build meaningful relationships with filmmakers and industry as we promote our incentives and programs. This past year we were able to sponsor notable film festivals and events to market our [Scene in San Francisco Rebate Program](#).



Sunny Angulo, Chief of Staff for President of the Board of Supervisors Aaron Peskin, Film Commission President Villy Wang, and Film SF Executive Director Manijeh Fata with SF Media Group. Photo courtesy of Film SF.



It has been a great year for local filmmakers at Outpost. Over the past year, we completed several documentaries by San Francisco artists, including Marc Smolowitz, Sophie Constantinou, Yuriko Gamo-Romer, and Marlo McKenzie. We have also hired many local actors for voiceover roles in ***Tonieboxes*** for Tonies USA, a children's toy company. We have a working relationship with the Conservatory of Music and have taken on many of their talented students as interns. And now that the SAG-AFTRA strikes are over, ADR sessions have resumed at the studio. This has been a great year for Outpost and local filmmakers. We all look forward to seeing what 2024 brings."

### Dave Nelson

Re-recording Mixer & Supervising Sound Editor, Outpost Studios



SF Media Group and Outpost Studios visit with Board of Supervisors President Aaron Peskin. Photo courtesy of Film SF.

## COMMUNITY ENGAGEMENT



The historic and iconic Roxie Theater, a cherished institution in the heart of San Francisco, stands as a testament to the city's rich filmmaking community. The film exhibition business in San Francisco thrives within the unique cultural tapestry of our city, where innovation and creativity intersect. From avant-garde independents to socially conscious documentarians, San Francisco's film scene reflects a commitment to telling compelling stories that challenge, inspire, and resonate with the City's eclectic audience. The Roxie Theater's role in fostering such artistic expression further cements its place as a cornerstone in the Bay Area's cinematic landscape."

### Lex Sloan

Executive Director, Roxie Cinema



Berlin and Beyond Film Festival at Roxie Cinema.  
Photo courtesy of Film SF.



Film Commissioner Song and Film SF Deputy Director Sofia at Frameline Film Festival Industry Brunch. Photo courtesy of Film SF.



Film SF Executive Director Manijeh Fata and Roxie Cinema Executive Director Lex Sloan at YBCA's 100 Summit. Photo courtesy of Film SF.



## COMMUNITY ENGAGEMENT



Commissioner Franco Finn, Producer Rommel Reyes, and Executive Director Fata visit Ranahan Production Services. Photo courtesy of Franco Finn.



Executive Director Manijeh Fata and Commissioner Franco Finn visit Ciel Studios. Photo courtesy of Franco Finn.



Location Manager Patrick Ranahan, Executive Director Manijeh Fata, and Filmmaker and California Film Commissioner Peter Kaufman outside of Caffe Trieste. Photo courtesy of Film SF.



Executive Director Manijeh Fata and Executive Director of the California Film Commission Colleen Bell. Photo courtesy of Film SF.



9th Street Film & Media District meeting with Supervisor Dorsey, Commissioner Tony Delorio, and Legislative Aide Bryan Dahl. Photo courtesy of Film SF.



In San Francisco, our local film groups are the storytellers, conveying our city's vibrant identity. They're more than contributors; they shape the soul of our community, enriching local media and boosting our shared prosperity and supporting the thriving local media ecosystem."

**Supervisor Matt Dorsey**  
District 6



Film SF visits Port property to scout for potential soundstage space. Photo courtesy of Film SF.



## COMMUNITY ENGAGEMENT

This past year, at the 2023 Sundance Film Festival, Film SF joined several San Francisco-based organizations including the Bay Area Video Coalition (BAVC Media), Center for Asian American Media (CAAM), Frameline, the International Alliance of Theatrical Stage Employees (IATSE Local 16), Independent Television Service (ITVS), Jewish Film Institute (JFI), SFFILM, and Teamsters Local 665 for Spotlight on San Francisco. This was the first-ever united presence at this renowned industry event. It's clear there is so much local talent in San Francisco that this celebration and representation felt long overdue and a cultivation effort that we're excited to continue as we reinforce San Francisco as a storyteller's destination.

"As a film industry that operates in direct opposition to Hollywood and the gravitational pull of Los Angeles, the Bay Area relies on its long history of social justice and civil rights — a history that dates back to the founding of the Black Panther Party and the student strike movement at San Francisco State and UC Berkeley — to attract filmmakers looking to tell stories perpendicular to the mainstream."

# MOVIEWEB



Spotlight on San Francisco invite. Photo courtesy of Film SF.

# 10

# “

What a joy to bring San Francisco film organizations and the diaspora of San Francisco filmmakers together at Sundance! It was clear by the long line out the door, the engaged conversations, and new connections sparked, how much enthusiasm there is for San Francisco storytelling and culture. We left feeling motivated and proud to represent San Francisco and the Bay.”

**Paula Smith Arrigoni**  
Executive Director, BAVC



Spotlight on San Francisco at Sundance party.  
Photo courtesy of Masashi Niwano.



Spotlight on San Francisco at Sundance party. Photos courtesy of Film SF

## COMMUNITY ENGAGEMENT



Film SF team attends inaugural Drag Laureate ceremony for D'Arcy Drollinger. Photo courtesy of Film SF.

Local filmmaker and friend of Film SF D'Arcy Drollinger was named as the City's first-ever Drag Laureate! D'Arcy will serve as an ambassador for San Francisco's LGBTQ+, arts, nightlife, and entertainment communities.

In early 2023, Film SF and the Department of Real Estate worked with D'Arcy to **secure a soundstage** for his upcoming productions and joined forces to secure a lease at the former 4th Street Studios on 4th Street at Brannan. This will allow D'Arcy and his creative team to build out sets for the sequel to ***Shit & Champagne*** and various other web and creative series he's embarking on. While in production, he can utilize our **Scene in San Francisco Rebate Program** to offset the cost of renting that space.



Visiting the new Oasis Arts studios. Photo courtesy of Film SF.

“

The level of commitment and support from the SF Film Commission has been a career-changing experience for me. Coming from a truly independent filmmaking world, the access and support from the SF Film Commission, as well as the City of San Francisco, has elevated my projects in a way I previously hadn't thought possible. Being a San Francisco filmmaker, experience has taught me that community support is vital to see things from inception to reality. The SF Film Commission has proven themselves true allies in supporting smaller local independent artists with the same enthusiasm as typical big Hollywood filmmakers. I approached the SF Film Commission when I was in need of a soundstage. Initially they weren't able to find one for me, but their willingness to think outside the box and not give up on me or my vision was instrumental in helping me identify and secure a mid-size soundstage and projection studio that is available to other bay area filmmakers as well as myself. During my partnership with the SF Film Commission they have showcased their dedication to making filmmaking accessible at every level.”

**D'Arcy Drollinger**

Writer/Director of ***Lady Champagne***

11



# FILM SF PROGRAMS



## SCENE IN SAN FRANCISCO REBATE PROGRAM

Created in 2006, the **Scene in San Francisco Rebate Program** is Film SF's biggest financial incentive. In October 2018, the Board of Supervisors unanimously supported extending the highly successful **Scene in San Francisco Rebate Program** to June 30, 2028, allotting up to \$1 million per year for nine years.

This incentive was created to:

- Increase the number of Film & TV productions based in San Francisco
- Increase the number of City residents employed in the filmmaking industry
- Encourage the resulting economic benefits of increased local hires, local spend and tourism

Since its inception 36 productions have used the program, including ***The Art of Love, La Mission, Milk, Trauma, Hemingway & Gelhorn, Blue Jasmine***, HBO's ***Looking, The Diary of a Teenage Girl***, Netflix's ***Sense8, Steve Jobs, The Last Black Man in San Francisco***,

***Jexi, Nash Bridges*** and a number of small, independent films. To date, the City has rebated \$6,648,515 to productions. These productions have:

- Hired more than 15,664 local crew and actors who are members of IATSE Local 16, Teamsters 2785 and SAG-AFTRA
- Employed 204 First Source Hires (First Source Hires on productions often work as production assistants on set or in the office, getting invaluable experience to help them move on to other film production jobs. These positions provide access, education and employment for economically disadvantaged individuals.)
- Paid \$24,887,488.57 in wages to local SF crew and background actors
- Spent \$66,125,772.04 on goods & services on items such as gas, hotels, car rentals, location fees, office supplies, lumber, security, equipment rentals, catering, etc. For every dollar rebated since 2006, productions have spent \$13.66 locally.

# 12



In-theater promotion of the Scene in San Francisco Rebate Program at the Castro Theater. Photo courtesy of Film SF.





On the set of ***The Art of Love***. Photos courtesy of Peter Gold.

“

I always dreamed of filming my movie in San Francisco, but I initially believed it would be too costly and difficult. However, after learning about the 100% rebate on city-related expenses, such as permits, parking, and police officers, I realized my dream could become a reality. The rebate was a game-changer, but the support we received from the SF Film commission was even more valuable. Manijeh and her team were instrumental in our success, guiding us through the application process, negotiating with the San Francisco Recreation and Parks department for access to a special park with a breathtaking view of the city, and processing our permits quickly when we had to make last-minute changes. They were an invaluable part of our production team and even helped save the movie at times. I am deeply grateful to the SF Film Commission and Manijeh for their support.”

**Peter Gold**  
Director, ***The Art of Love***

# FILM SF PROGRAMS

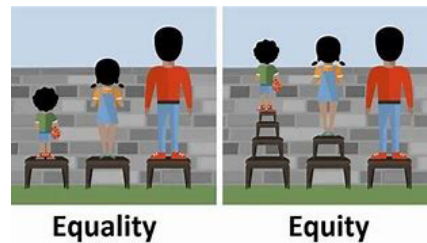
## FILM SF SAVINGS PROGRAM

The Film SF Savings Program was established in 2010 with the goal of offering additional financial incentives through discounts and other deals to production companies and crew members. This program encourages local spending at participating merchants and businesses. Over 120 local businesses have participated in the program and while the program paused due to factors like the coronavirus pandemic, we are in the process of revamping and improving the program. By highlighting the numerous incredible small businesses and merchants that make San Francisco so unique and bringing business and economic stimulation to our city and downtown in particular, we support San Francisco and its storytellers!



## RACIAL EQUITY

In 2019, the City and County of San Francisco enacted legislation creating the Office of Racial Equity ("ORE") under the Human Rights Commission. This trailblazing legislation required each City agency within the City and County of San Francisco to develop a Racial Equity (RE) Action Plan by December 31, 2020. ORE provided all departments with a template so that all departments would align mission, vision, goals, actions, indicators, and outcomes towards ORE's policy objectives. Phase I of the plan focuses on internal human resources practices, organizational culture, and policy bodies and commissions. In 2020, OEWD began building staff and leadership infrastructure to uncover and address inequities within OEWD and to help guide development of the RE Action Plan. The OEWD Racial Equity Action Working Group was formed with staff across all divisions. The Working Group created seven sub-committees on special topics based on the RE Action Plan. Throughout FY 22/23, Film SF staff continued to be involved heavily in the execution of the RE Action Plan, including participating in the Policy Boards and Commissions Committee.



# FILM SF PROGRAMS

## FILM SPACE GRANT



The San Francisco Film Commission Film Space (SFFCFS) grant provides financial assistance to non-profit film and media organizations that offer deeper artist development support to local filmmakers. The grant helps these organizations provide free office and film production space, industry mentorship and guidance, and curated professional development programming and events for filmmakers. In order to qualify for the grant, organizations must provide support to at least five San Francisco based filmmakers who reside in the city and one of them must be working on a film that will shoot 55% or more of their shoot days in the City and County of San Francisco.



2023 FilmHouse Residents and SFFILM Staff.  
Photo courtesy of SFFILM.



College Night at SFFILM FilmHouse.  
Photo courtesy of SFFILM.



SFFILM has become the cultural and professional hub for San Francisco's filmmaking community. Central to our programming for filmmakers in our FilmHouse Residency space which served 21 of local filmmakers with meeting space, editing suites, mentorship, and connection with film professionals. At the 66th San Francisco International Film Festival presented by SFFILM, we hosted the Bay Area Filmmakers reception, as well as Industry Days which connected local filmmakers with funders and industry veterans. We were also able to expand our exclusive filmmaker programming in connection with SFFILM's programming and curation team, bringing in directors like Roger Ross Williams (***Cassandra***, 2023), Chloe Domont (***Fair Play***, 2023), and Raven Jackson (***All Dirt Roads Taste of Salt***, 2023) for artist talks and Q&As. Strategic support from Film SF is essential to making San Francisco's film community successful and we are so proud to partner with them."

### Masashi Niwano

Director of Artist Development, SFFILM



## 2023 FILMHOUSE RESIDENT LIST



### Narrative Residents

- Adnan Khan - **Dreama's Room** - Narrative Short - Stage: Screenwriting/ Development
- Albert Fernandez - **Numero** - Narrative Feature - Stage: Development/ Pre-Production
- Asad Durani - **She Fell From The Sky** - Narrative Feature - Stage: Screenwriting/ Development
- Betsy Tsai - **A Land of Long Shadows** - Hybrid Feature - Stage: Screenwriting/ Development
- Cheo Tyehimba Taylor - **Untitled** - Narrative Feature - Stage: Screenwriting/ Development
- Dominic Mercurio, SF Resident - **He Won't Belong** - Narrative Short - Stage: Screenwriting/ Development
- Estevan Padilla - **Pangea Ultima** - Narrative Feature - Stage: Screenwriting/ Development
- LaTajh Weaver - **Queerling** - Narrative Feature - Stage: Screenwriting/ Development
- Osinachi Ibe, SF Resident - **Tales From Under the Sun** - Narrative Feature - Stage: Screenwriting/ Development
- Steven Liang - **Godfrey's Time, Out** - Narrative Feature - Stage: Screenwriting/ Pre-production

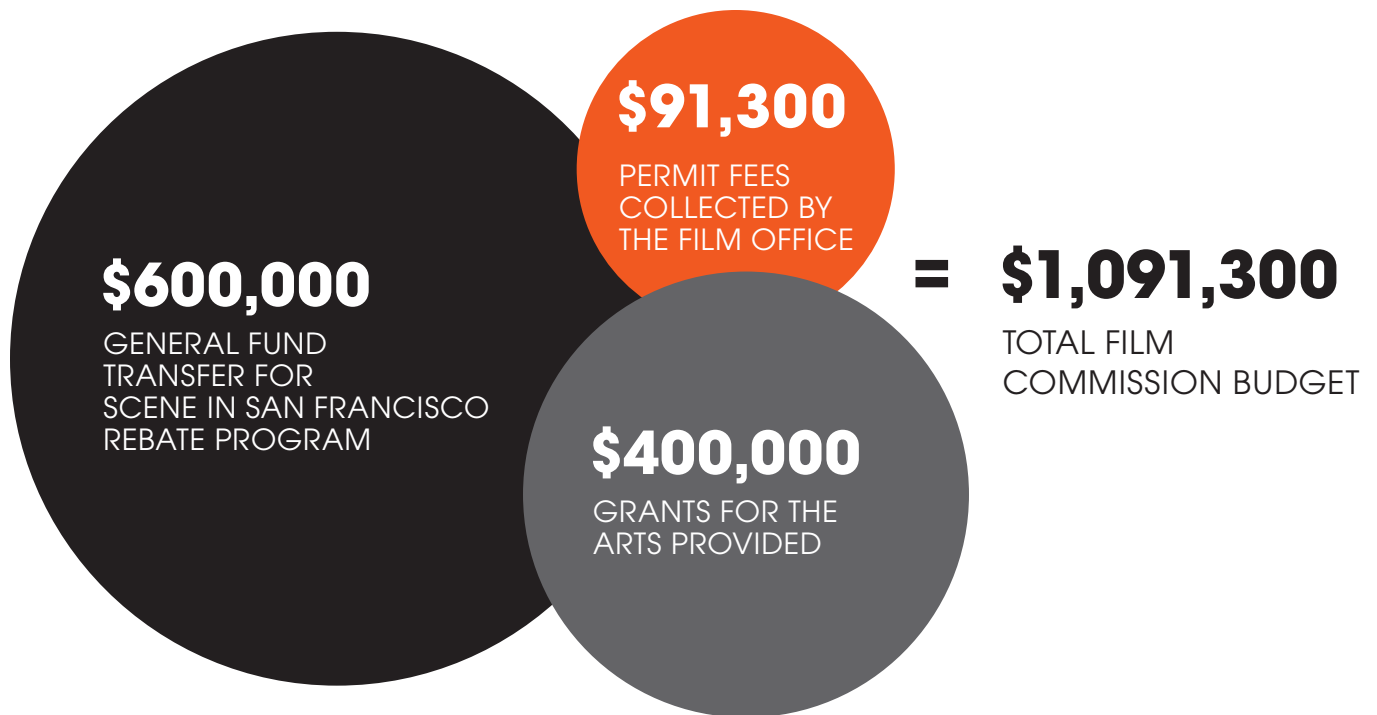
### Documentary Residents

- Aurora Brachman - **Dear You** - Documentary Feature - Stage: Development / Pre-production
- Briana Nieves - **Arise! My Beloved** - Documentary Short and Feature - Stage: Development, Pre-production
- Caron Creighton - **Dispossessed** - Documentary Feature - Stage: Production
- Elivia Shaw - **Untitled Central Valley Project** - Documentary Feature - Stage: Development/ Pre-production
- Ines Pedrosa e Melo, SF Resident - **The dark knot at the center** - Documentary Short - Stage: Pre-production / Production
- J.P. Dobrin - **Untitled asian deportation project** - Documentary Feature - Stage: Pre-production
- Javid Soriano - **The Impossible Dream (working title)** - Documentary Feature - Stage: Post- Production
- Jessica Zitter - **The Chaplain of Oakland** - Documentary Feature - Stage: Pre- Production
- Michael Workman, SF Resident - **The Richest Hill On Earth** - Documentary Feature - Stage: Development
- Rajan Gill - **Harvest Party at Camp Two** - Documentary/ Hybrid Short - Stage: Pre-Production
- Yeelen Cohen - **Fighting for the Light** - Documentary/ Hybrid Feature - Stage: Production

# FUNDING

## SAN FRANCISCO FILM COMMISSION

Funding for the San Francisco Film Commission comes from the collection of permit fees, Grants for the Arts work order (via hotel tax revenue), and a General Fund transfer for the **Scene in San Francisco Rebate Program**. For FY 22/23, Grants for the Arts work order was \$400,000. The General Fund transfer for the **Scene in San Francisco Rebate Program** was \$600,000. Permit fees collected by Film SF totaled \$91,300.



# ECONOMIC IMPACT



On the set of a **Nissan** car commercial. Photo courtesy of Chris Friedman.

Ask the experts at San Francisco Travel, and they'll tell you – a large percentage of visitors to San Francisco are inspired to visit from having seen our glorious city in a film, or TV show. Just last year, we had over 22 million visitors.

Which is why we talk about production's "win-win-win" of economic impact to San Francisco, and why we say that for every dollar invested in marketing our city and bringing productions to San Francisco, significant dollars are returned to the City.

The first win—the majority of people employed by films, TV shows, commercials, or digital content are local residents. That means people both behind the camera and in front of it, including cast and crew, electricians, carpenters, etc. The film industry here supports thousands of good-paying jobs in the Bay Area.

“

The cinematic stage of San Francisco is not just its beauty. The success of our local film industry comes from tireless behind-the-scenes efforts and creative spirit from support crafts, including Teamsters, affiliated trades and artists. Continued investment and innovation in local motion picture and television production provides security and economic stability to working people and their families.”

**Tony Delorio**  
Principal Officer,  
Teamsters Local 665



The second win—every year, productions spend millions of dollars locally on hotel nights, car rentals, catering, hardware, lumber, office supplies, wardrobe, props and equipment rentals. Any cast and crew that travels to San Francisco for the production spends the same way tourists do - on hotels, restaurants, transportation, and so much more. They spend days and sometimes weeks in the City, and help support all of the businesses they visit.

And the third win—as mentioned above, is the inspiration films and TV shows provide to people around the world. Seeing San Francisco’s natural beauty, gazing in awe and wonder at the Bay and the globally-recognized icons compels people to visit here. The economic impact is impossible to measure specifically but anecdotally gigantic.

According to the Motion Picture Association of America, “When a movie or television show shoots on location, it brings jobs, revenue, and related infrastructure development, providing an immediate boost to the local economy. Our industry pays out \$21 billion per year to more than 260,000 businesses in cities and small towns across the country—and the industry itself is comprised of more than 122,000 businesses, 92% of which employ fewer than 10 people. As much as \$250,000 can be injected into local economies per day when a film shoots on location. In some cases, popular films and television shows can also boost tourism.”

[“The latest remake of the Thomas Crown Affair sequel will shoot 30 of its 54 production days in San Francisco and is expected to result in \\$87.9 million in qualified spending.”](#)

# SFGATE

# 19



Wet down on the set of a **Honda** car commercial produced by NTropic.  
Photo courtesy of Jim Baldwin, Baldwin Production Services, Inc.

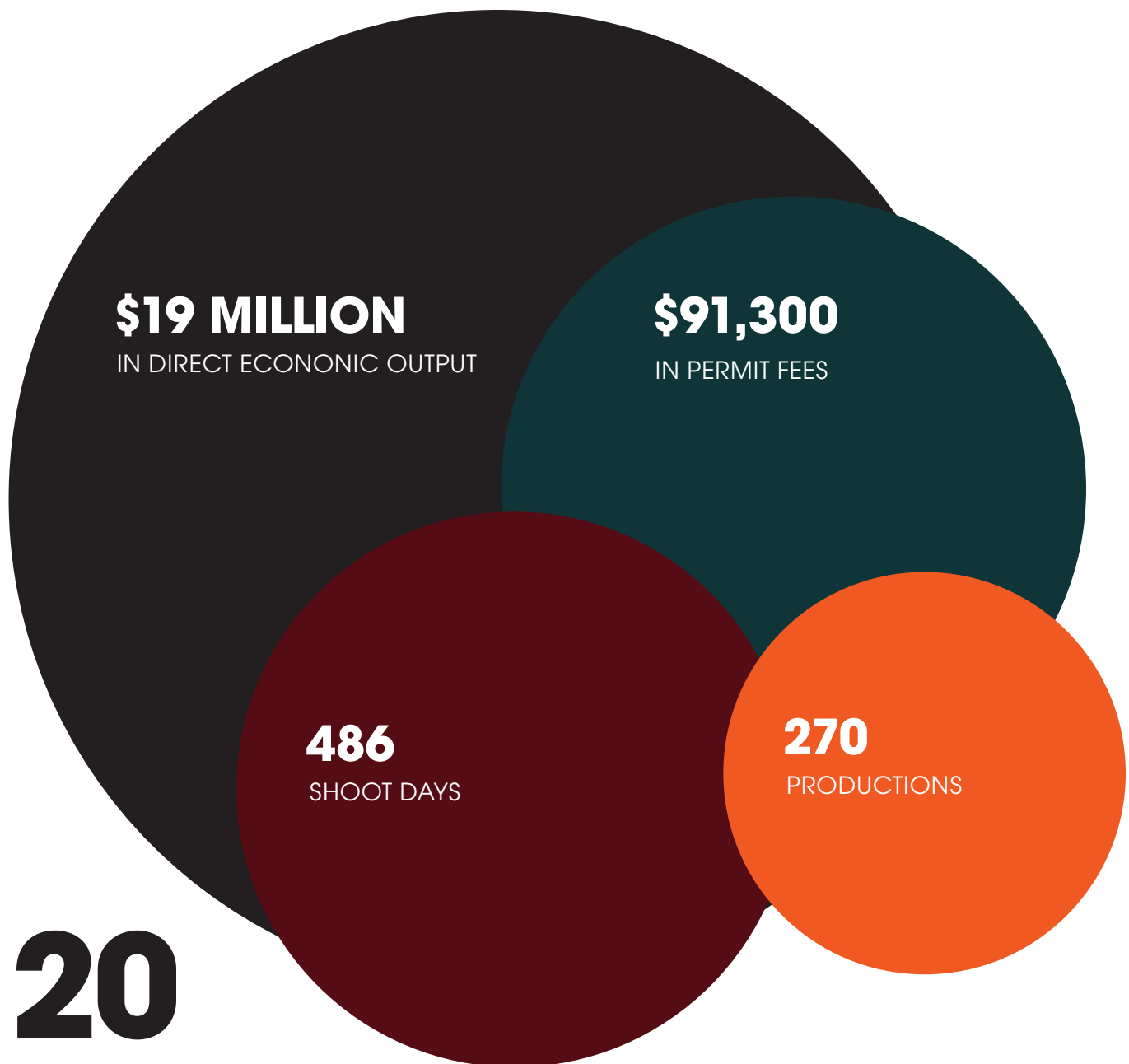
“

Our industry provides good-paying middle-class jobs for hundreds of IATSE Local 16 technicians and related crafts people and is critical to this city’s success. We contribute to the vitality of San Francisco by providing substantial growth to local businesses and employment and helping to ensure that families can continue to afford living in the beautiful Bay Area.”

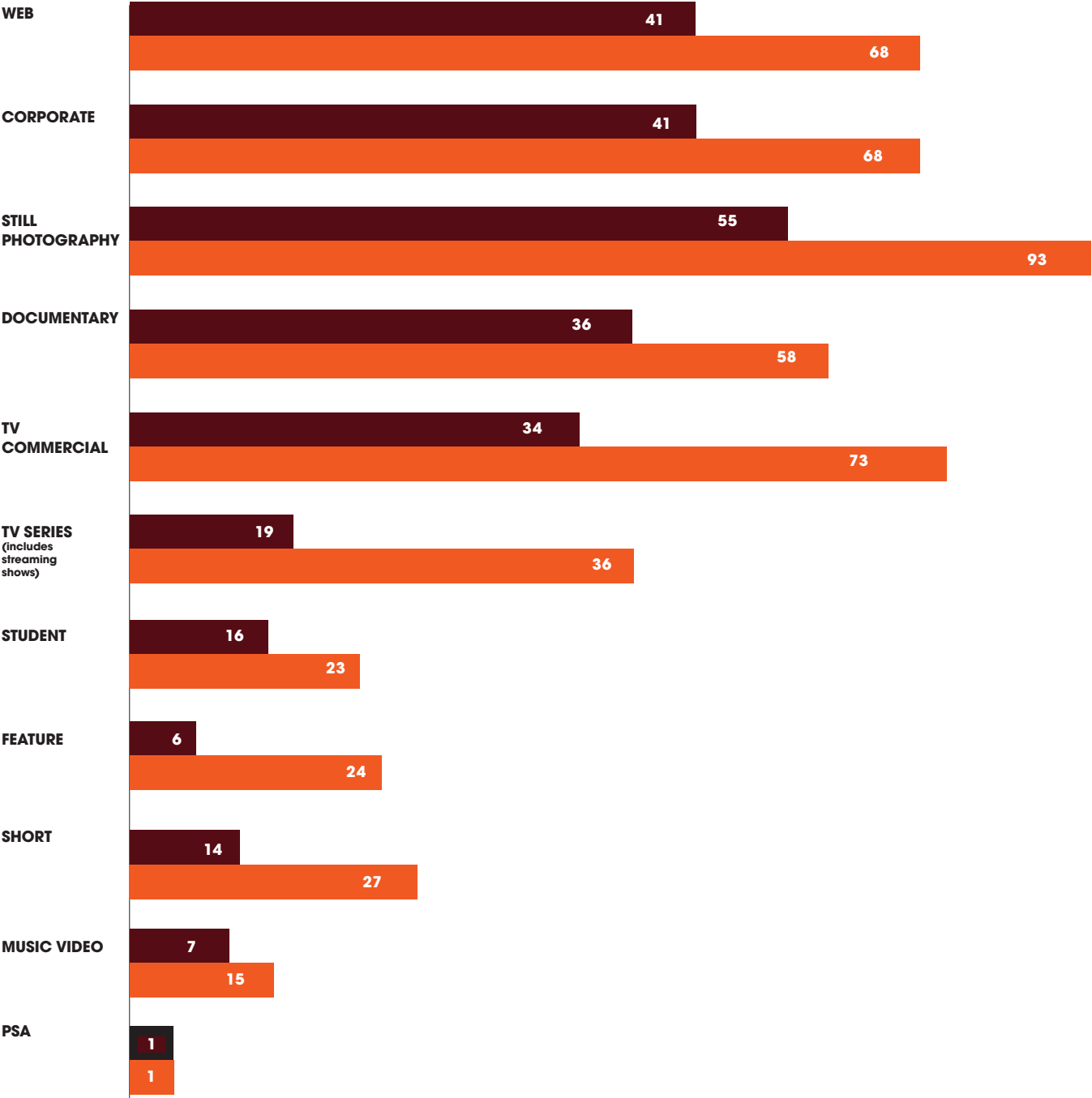
**Jim Beaumonte**  
Business Agent,  
I.A.T.S.E. Local 16

# FILMING STATISTICS

In Fiscal Year 2022-2023, Film SF facilitated a total of **270** productions, with **486** shoot days and **\$91,300** in permit fees. Productions estimated spending over **\$19 million** in direct economic output in SF during this period.



# NUMBER OF PRODUCTIONS AND SHOOT DAYS





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**NUMBER OF PRODUCTIONS IN OTHER SF JURISDICTIONS**

**RECREATION & \_\_\_\_\_ 82**  
**PARKS DEPARTMENT**

**GOLDEN GATE NATIONAL \_\_\_\_\_ 27**  
**RECREATION AREA**

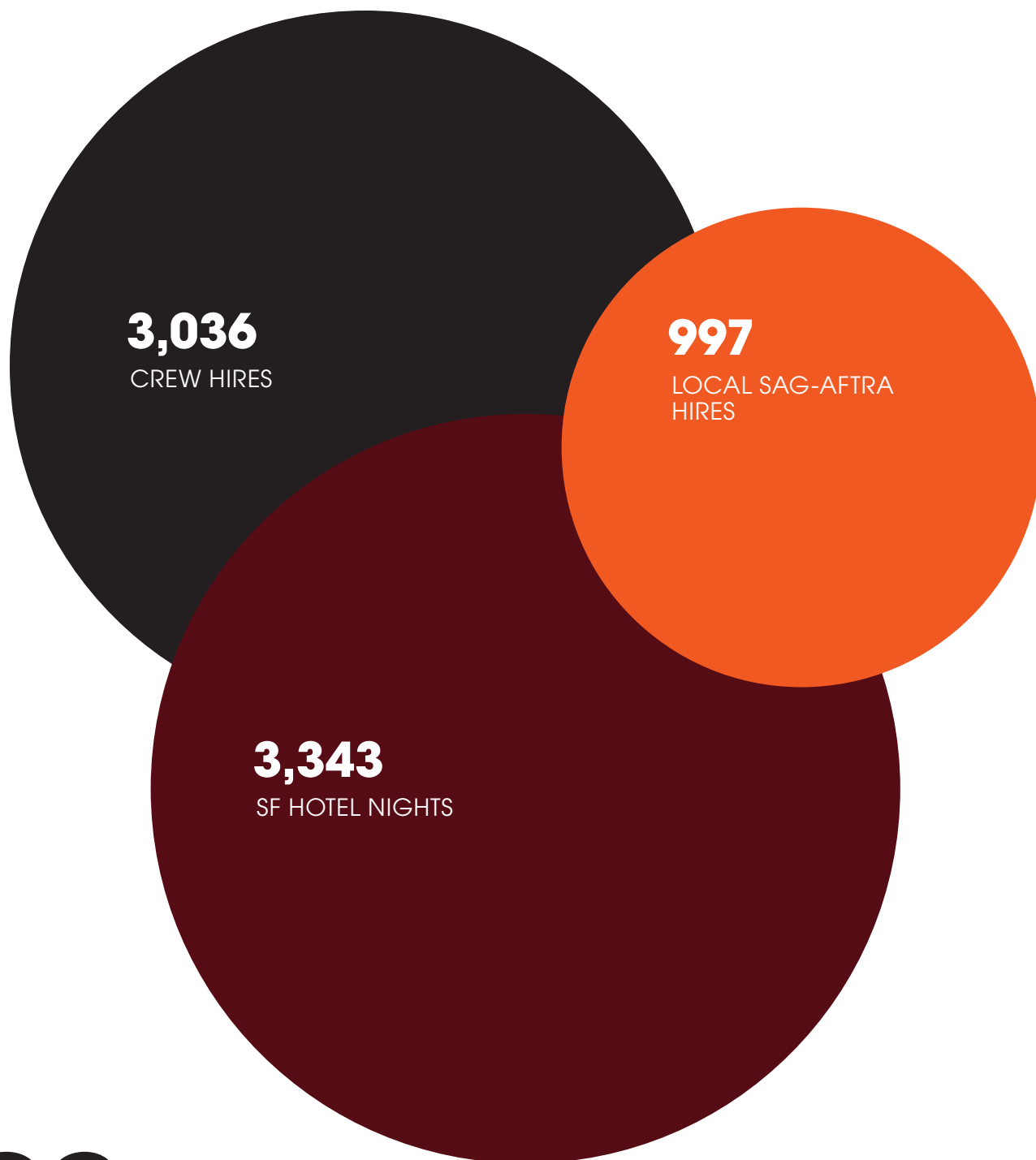
**THE PRESIDIO \_\_\_\_\_ 10**  
**TRUST**

**TREASURE ISLAND \_\_\_\_\_ 10**  
**DEVELOPMENT AUTHORITY**

**GOLDEN GATE BRIDGE, \_\_\_\_\_ 4**  
**HIGHWAY &**  
**TRANSPORTATION**  
**DISTRICT**

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**ESTIMATED TOTAL NUMBER OF CREW HIRES,  
SF HOTEL NIGHTS AND LOCAL SAG-AFTRA HIRES**



# NOTABLE PRODUCTIONS FY 22/23

We're thrilled to highlight some of the productions that filmed in San Francisco!

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## FEATURE FILMS

### ***A Big Fat Family Christmas***

Directed by Jennifer Liao  
Starring Shannon Chan-Kent,  
Shannon Kook, Jack Wagner,  
Tia Cerrere



### ***The Moon Is in Aquarius***

Directed by Jesse Kuba  
Starring Destiny Ekwueme,  
Gary Moore





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## FEATURE FILMS

### ***Close the Divide***

Directed by Tom Acton  
Starring Tushar Choudhary,  
Jiaying Zhao, Peter Leyden



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## TV SERIES

### ***I'm A Virgo***

Amazon Studios

Directed by Boots Riley

Starring Jharrel Jerome, Olivia Washington, Brett Gray



### ***The Last Thing He Told Me***

Apple TV

Created by Laura Dave and Josh Singer

Starring Jennifer Garner, Niko-



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## COMMERCIALS

### ***AirBnb***

Directed by Davis Guggenheim  
Starring, Brian Chesky, AirBnB  
Founder /CEO



### ***Always San Francisco***

SF Travel



### ***Señor Sisig X P-LO***

Directed by Maritte Lee Go  
Starring Mike Evans Jr., Karen  
Hernandez-Torres



### ***Subway***

Directed by Rick Famuyiwa  
Starring Steph Curry



### ***Target***

Directed by Eva Kolenko



### ***Honda***

Directed by Brian Bacino





## WEB SERIES

## Sales are Dope

Directed by Stephen Ohl  
Starring Ross Pomerantz, Sara  
Kamine+, Natalie Marie



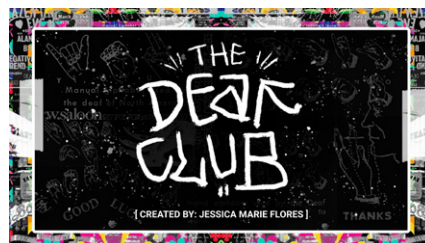
## ***Lil Interns***

Directed by Sophie Santos,  
Schuyler Hunt  
Starring Kenan Thompson & the  
lil interns



## SHORTS

***The Deaf Club -  
Inside the Laundromat***  
Directed by Jules Dameron  
BAYCAT



***Tonari***  
Directed by Ben Tarquin  
Starring Sophia Noel, Sayuri  
Hirayama



## ADDITIONAL PRODUCTIONS

amazon



ATHLETA



CHASE

Clarks



cruise



DocuSign



eero  
an amazon company

Google



L'ORÉAL



Lenovo



MARRIOTT  
BONVOY



POTTERY  
BARN



RE/MAX

RODAN+FIELDS



SKYY

SPIN

THERMOS

Uber

UGG



verizon

viator  
a TripAdvisor company

visit  
California



WILLIAMS  
SONOMA  
CALIFORNIA

ZARA

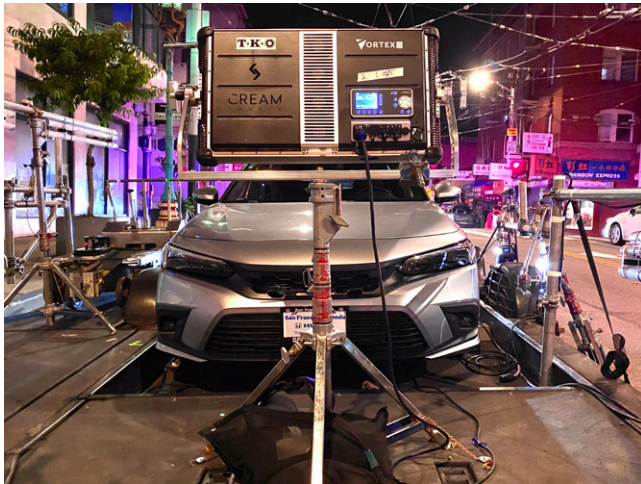


30



# WHAT PRODUCTIONS AND BUSINESSES ARE SAYING

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On the set of a **Honda** car commercial produced by NTropic.  
Photos courtesy of Jim Baldwin, Baldwin Production Services, Inc.

“

The Production community is well-prepared for any project and, as a Location Manager, I have found strong local support from both businesses and residents working in the city. Many of the neighborhoods have well-coordinated community groups that offer well-established connections to individuals and neighborhood groups that make it easy to generate support for projects, and the city leadership has already done the work to coordinate its agencies in support of media projects. My clients love coming here, and many have been returning year after year to bring their creative visions to life.”

**Jim Baldwin**

Baldwin Production Services, Inc.



On the set of **A Big Fat Family Christmas**.  
Photos courtesy of Marguerite Henry.

“

It has been a pleasure working with Film SF this past year. I think we have done everything from flying drones through cable cars to celebrating Christmas in the summer. Working with your team has been very eye-opening, and it's exciting helping the various productions bring their ideas to life. I couldn't be prouder of your team, the production staff, our special events division, and most importantly the operators who not only make it happen but keep the crews safe in the process. SFMTA is happy to highlight our beautiful city through film and can not wait for the new productions that will be coming. We are very excited to help bring their ideas to life!”

**Fred Butler**

Division Manager IV,  
SFMTA Cable Car Division

32



“

There is no substitute for filming in San Francisco! There is no city in the world that offers such picturesque and iconic locations. Filming in the community was so much fun for our entire crew. We filmed three days of a Christmas movie in Chinatown, at Old St. Mary's Cathedral, on the cable cars, on a boat across the bay cruising under the Golden Gate Bridge and Bay Bridge. It was a feast for the eyes and a dream come true as a producer. Working with the community in San Francisco was a joy and the film office made it all possible, guiding our team through the logistics and helping to connect us with the community. I can't wait to bring more projects to the city. Thank you!”

**Marguerite Henry**

Writer

***A Big Fat Family Christmas***



On the set of **A Big Fat Family Christmas**.  
Photo courtesy of Marguerite Henry.

“

It was great working with the film production crew. Everyone was co-operative and helpful. The crew seems appreciative of the community and various businesses that it impacted while filming. We received positive feedback being featured in the film - a viewer actually called us to inquire about a product she saw in the film! I look forward to more filming in Chinatown in the near the future. We need the promotion and exposure!”

**Maria Szeto**

Owner, Canton Bazaar



On the set of **The Moon Is In Aquarius**.  
Photo by Aneesah Dryver and Tariq Stone.

“

The effortless beauty of San Francisco makes it a bottomless well of riches for bay area cinema. The livewire energy of this city is vivid in its hilly landscapes. And this nature makes the city a fertile ground for storytelling. The only thing that beats the view is the ray of diverse communities, which makes all kinds of stories possible in San Francisco.”

**Jesse Kuba**

Writer/Director,

***The Moon Is In Aquarius***



“

Being able to promote our small business and partner with local production company Step One Films along with Bay Area Rapper P-lo was both an honor and an exciting opportunity. The production crew at Step One Films were very professional from start to finish and you could tell they wanted the final product to be as stunning as we did. As a SF Native we look forward to seeing more local small business spotlight on screen and on social media.”

**Evan Kidera**

CEO and Owner, Señor Sisig



On the set of **Señor Sisig** commercial with Step One Films.  
Photo courtesy of Step One Films.

“

Film production in San Francisco not only showcases the city’s iconic landmarks and amazingly diverse neighborhoods, it also provides a significant economic boost to local big and small businesses. The presence of film productions attracts residents, visitors, stimulates tourism, and creates opportunities for merchants to collaborate with the entertainment industry, fostering a mutually beneficial relationship that enhances the city’s vibrancy and economic vitality in a positive way!”

**Masood Samereie**

President, San Francisco Council of District Merchants Associations





On the set of **Always San Francisco** shoot with Film Commission Vice President Stiker. Photos courtesy of Film SF.

“

San Francisco’s scenic beauty, unique neighborhoods and diverse communities make it a city like no other. The various landscapes, topography and climate provide tremendous flexibility – you can shoot an urban scene in the morning, and a scene on the coast or in Golden Gate Park that same day with minimal travel needed. The city truly has an embarrassment of riches.”

### **Lynn Bruni-Perkins**

Executive Vice President & Chief Marketing Officer, San Francisco Travel Association



“

As a team, it’s awesome to hear guests get excited when they recognize our showroom in the Apple TV+ series ***The Last Thing He Told Me***. And a lot of guests this year stopped by because it was nostalgic for them to see actual footage of the Ferry Building in its genuine setting and not just movie magic. It was easy to spot Heath and people loved the connection.”

**Jacquelyne Li**

Showroom Manager,  
Heath Ceramics, Ferry Building



On the set of ***The Last Thing He Told Me***. Photo courtesy of Film SF.



On the set of ***The Last Thing He Told Me***. Photo courtesy of Film SF.

“The goal was to really make it a postcard of the Bay with Golden Gate Park across the bridge from the floating houseboat communities of Sausalito. We were welcomed into those communities, and it’s an amazing and vibrant place.”

Condé Nast  
**Traveler**

# FILM SF MOMENTS

There were many moments of celebration this past year that allowed us to reflect on how incredibly meaningful it is to connect with our community. Participating in industry events and having a presence in the community grounds our work and strengthens our efforts. We feel fortunate for the number of impactful events this past year that reinstills our belief that film and more broadly art is critical to our city's prosperity.

## [Manijeh Fata Named Executive Director of San Francisco Film Commission](#)



After seven years as a primary staff member of Film SF, working hard to facilitate production activity, **Manijeh Fata was sworn in as the Executive Director in July 2022.** A constant champion of storytellers, Director Fata has now led the team for over a year now and already we've seen a deeper connection to the local film and media ecosystem. It's clear she is invested in San Franciscans, from bringing a community-minded approach to our work in respect to residents, businesses, merchants, and city partners, to proactive engagement efforts with non-local filmmakers and industry.



Film SF and Board President Peskin Chief of Staff Sunny Angulo. Photo courtesy of Film SF.

# 37



Executive Director Manijeh Fata and Mayor London Breed in City Hall. Photo courtesy of Film SF.

Essential SF is SFFILM's ongoing compendium of the Bay Area film community's most vital figures. Each year, a new group of local cinematic luminaries is added to the growing list of diverse talent, and **Executive Director Manijeh Fata and Film SF was named an Essential SF Honoree** and joined the inductees in 2023.

In June 2023, **Executive Director Manijeh Fata received a commendation from Board of Supervisors President Aaron Peskin** for her work with Film SF. Supervisor Peskin presented a Certificate of Honor to her in recognition of her excellent leadership and efforts making the film industry a centerpiece of the City's economic recovery efforts. Executive Director Fata accepted the award in true Academy Awards fashion (with an Oscar in hand!)



Executive Director Manijeh Fata receiving the commendation inside Board Chambers in City Hall.

# FILM SF STAFF & COMMISSIONERS

Meet our team and our favorite films shot in San Francisco! We are passionate about film and media and are dedicated to championing San Francisco as a storytellers' destination. We come from government, arts nonprofits, social justice organizations, the local production community - and we align in our love of this city and our mission to champion a diverse array of storytellers.

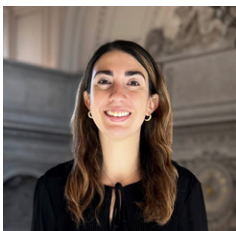
## FILM SF STAFF



**Manijeh Fata, Film SF Executive Director**  
*Vertigo, Mrs. Doubtfire*



**Mark Hogains, Film SF Production Manager**  
*The Sweetest Thing, The Joy Luck Club*



**Sofia Alicastro, Film SF Deputy Director**  
*The Princess Diaries*



**Ismael Castillo,  
Film SF Senior Production Coordinator**  
*Harold and Maude,  
The Diary of a Teenage Girl*



## FILM COMMISSIONERS

The Film Commission is made up of 11 commissioners who are appointed and serve at the will of the Mayor. Our Commissioners help guide Film SF and aid in accomplishing our vision of establishing San Francisco as a production destination. They leverage their skills and expertise to advance our work, and provide support and partnership. Commissioners contribute in myriad ways - from strategic planning, networking, conducting market research, representing our work at various industry events, building partnerships and relationships, and so much more.



**Villy Wang, President**  
*Always Be My Maybe, The Last Black Man in San Francisco*



**Matt Stiker, Vice President**  
*Bullitt, Dirty Harry*



**Jim Beaumonte, Film Commissioner**  
*Nash Bridges*



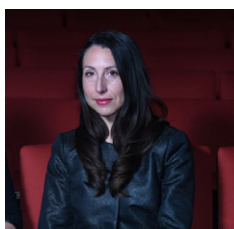
**Claudine Cheng, Film Commissioner**  
*The Joy Luck Club*



**Tony Delorio, Film Commissioner**  
*Mrs. Doubtfire, The Rock*



**Franco Finn, Film Commissioner**  
*The Rock*



**Kate Goldstein-Breyer, Film Commissioner**  
*Vertigo*



**Jon Rubin, Film Commissioner**  
*Bullitt*



**Jack Song, Film Commissioner**  
*Milk and The Wedding Planner*



**Carolyn Tyler, Film Commissioner**  
*The Last Black Man in San Francisco*



**Jesse Mainardi, Film Commissioner**  
*So I Married an Axe Murderer*



Film SF and Mayor London Breed at the State of the City address.  
Photo courtesy of Film SF.



Commissioner Claudine Cheng, Mayor Willie Brown, and Commissioner Carolyn Tyler. Photo courtesy of Film Commissioner Carolyn Tyler.



Commissioner Jesse Mainardi swearing in.  
Photo courtesy of Film SF.



Commissioner Kate Goldstein-Breyer swearing in.  
Photo courtesy of Film SF.



Commissioner Franco Finn swearing in.  
Photo courtesy of Film SF.



Commissioner Franco Finn at Facine Film Festival fundraiser. Photo courtesy of Film SF.



Film SF at a Commission Meeting in City Hall. Photo courtesy of Film SF.



Film SF at City Hall. Photo courtesy of Film SF.

# LOOKING AHEAD

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San Francisco has never been camera-shy. A city of countless hidden gems that captivate any storyteller. Our creatives have always pushed the boundaries of storytelling, fascinating audiences with their evocative films for over a century. As we look ahead, we know the immediacy to showcase who we truly are. There is powerful momentum in San Francisco to reclaim and reshape our narrative moving forward. We know the deep power of film to do just that.

We've made important strides in strengthening and amplifying our story to more accurately reflect San Francisco's brand and values. From creating national attention at the Sundance Film Festival with our inaugural **Spotlight on San Francisco** event to working with the independent film community by securing a soundstage for beloved local drag artist, business owner, and filmmaker D'Arcy Drollinger for their upcoming productions. By further promoting our **Scene in San Francisco Rebate Program**, two independent films already utilized our incentive in the first quarter of FY 23/24.

While production dipped this year, we know that this isn't a sign of what lies ahead. Our vast film and media landscape is home to some of the longest-running film festivals in the country and industry giants from Dolby and Lucasfilm to creative advertising and production companies, like women-owned small business Avocados and Coconuts. Our partnerships and alliances with key stakeholders, film organizations, the filmmaking community, and local businesses are essential to increase production activity and stimulate economic development in San Francisco.

Looking ahead, we are embarking on strategic marketing efforts to highlight our city and incentives at key industry events and film festivals. We are furthering our outreach to

local and out-of-state filmmakers to attract their productions to San Francisco. We will continue to pursue a public-private partnership for soundstage development to ensure we remain a cinematic destination where films and shows can not only be set but where their productions can take place.

We're absolutely thrilled to continue championing and advocating for our vibrant film and media industry. Our vision of investing in and wholeheartedly embracing our talented storytellers, while enticing productions to make San Francisco their creative home, will forever be our guiding light. We are committed to remaining a city and community that captures the hearts of storytellers and creatives alike, spreading inspiration and creativity at every turn.

In partnership,

**Manijeh Fata**

Executive Director

Film SF | San Francisco Film Commission

**Villy Wang**

President

San Francisco Film Commission



President Villy Wang and Executive Director Manijeh Fata with publicist David Magdael at CAAM Fest. Photo courtesy of Film SF.





Photo courtesy of SF Travel.