

N E W S / MONTEREY COUNTY FILM COMMISSION

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Monterey County Film Commission Kicks Off “No Show” Academy Awards® Campaign in its 25th Anniversary Year

The year 2012 marks 25 years since the Monterey County Film Commission was created by the Monterey County Board of Supervisors. The non-profit organization’s funds from the county provide only a portion of its budget each year, so additional support from cities, grants, businesses, individual donors and fundraising activities are critical to the film commission’s ability to be competitive and provide the greatest possible economic boost to local communities.

The film commission’s main annual fundraiser for the past 21 years has been a glamorous gala in a ballroom, celebrating the Academy Awards® presentations with a live telecast. This year the commission is doing a different fundraising appeal, inviting local residents to be “No Shows” on going out, and instead tune into the Feb. 26 broadcast on their televisions in the comfort of their own homes.

Rather than incurring the costs of a gown, tuxedo, taxi, dinner tickets and silent auction items, supporters are asked to donate \$100 to \$250 to the film commission, providing more direct funds to the non-profit, plus a greater tax-deductible benefit to donors. Among the items contributors can receive are pizza certificates, memberships in “Reel Friends of the Film Commission,” gift certificates at Carmel Valley’s “Toast” restaurant, the Monterey County Movie Map, and even Oscar® winner ballots for home contests.

All who contribute will be entered into a benefit drawing for a movie-themed basket of goodies including a magnum of Cima Collina wine, a two-night stay at Monterey’s Hotel Pacific, popcorn, popular theater candy, and more.

“We’re all about economic development, drawing film production to Monterey County so that locals get hired, job skills get updated, hotels get filled, and local merchants and service providers benefit,” said Karen Nordstrand, director of marketing and film production. “But other better-funded jurisdictions throughout the country and world want the same business. To be most effective we need stronger funding support to leverage the county’s contribution and be more proactive in marketing and reaching film decision-makers, and be more available to assist them when they consider filming here.”

Last year an estimated \$4.1 million came into the county from film productions. The film commission notes that more than \$75 million has come into local communities from film production in the past 25 years.

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In addition, the film commission serves the community with educational programs related to the film industry such as “Focus on Film” professional lectures, a local film student scholarship program, plus film screenings. Its website, www.FilmMonterey.org, offers information on movies filmed in Monterey County, listings of local crew and businesses ready to be hired, permit contacts for filmmakers, a film location library, and more.

For more information on the “No Show” fundraising campaign and to donate to the Monterey County Film Commission, contact the office at 831-646-0910 or email info@filmmonterey.org.

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The Monterey County Film Commission is a nonprofit organization proactively marketing Monterey County as a destination for the motion picture, television and related industries, for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in those areas.