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ECONOMIC IMPACT FROM FILMING IN SHASTA COUNTY DOUBLES IN 2018

REDDING, Calif. (Mar. 5, 2019) – Filming productions in Shasta County continue to see exponential growth with the Shasta County Film Commission reporting a record $1.38 million in economic impact, more than doubling the amount of $677,897 in 2017.

Film Shasta reported a record 31 productions in 2018, up from 26 in 2017. A total of 147 location film days in 2018 was an increase from 106 in 2017. The productions include a feature film, commercials, web series, TV episodic, shorts, and indie films.

“The more productions we serve, the more exposure Shasta County receives to continue to attract high-caliber productions,” said Sabrina Jurisich, the Shasta County Film Commissioner.

The continued exposure from tradeshow presence, targeted advertising, and strong affiliations with organizations such as the Film Liaisons of California Statewide (FLICS), California Film Commission (CFC), and the Association of Film Commissioners International (AFCI) has led to continued growth, not only of the region as a film destination, but also the local film community.

“This industry, like so many, is truly relationship driven,” Jurisich said. “Our community serves inbound productions so well that we are seeing an increase in referrals and return productions. This is all great news for our community as we showcase the best that Shasta County has to offer, not only in locations, but the people who live here.”

The Film Office also expanded and increased the local film incentive program in 2018, incorporating permit fees and cash incentives to production companies filming in the area. Additionally, more than 150 locations were added to the Film Shasta website in 2018, which streamlines the process for location scouts to find more than 450 film-friendly locations available. Both strategies encourage location managers and decision-makers to consider Shasta County as their filming destination.

The most notable productions filmed in Shasta County in 2018 included Nature Valley’s “Nature Makes Us Better” commercial, TV episodes for Travel Channel’s “Lost Gold,” Discovery Network’s “Homestead Rescue,” and the first theatrical release feature film to highlight Shasta County in years with “Bright Ones,” which releases in April.

Links and behind the scenes photos available upon request.

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Media Contact:
Sabrina Jurisich
Shasta County Film Commissioner
Redding Convention & Visitors Bureau
530-710-7784 (c) // Sabrina@VisitRedding.com // www.filmshasta.com
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