FOR IMMEDIATE RELEASE

Record Year in Filming Boosts Shasta County Economy

REDDING, Calif. (Feb. 13, 2018) – Shasta County is growing as a desirable location for filmmakers looking for vast outdoor spaces and natural landscapes.

The Shasta County Film Commission reported a record 24 productions in 2017, up from five in 2016. A total of 106 film days generated $677,897 in economic impact for the county, a dramatic increase from $159,284 in 2016. The productions for 2017 included indie films, web series, TV episodes, shorts and documentaries.

Shasta County’s first reported production was in 1918 but the Redding Convention & Visitors Bureau wasn’t officially designated as the county’s film office until 2014. This designation led the way for access to the global film market and partnership with the Film Liaisons of California Statewide (FLICS) and the California Film Commission (CFC). Since 2014, the Shasta County Film Office has assisted 47 productions, the majority of which were last year.

“Momentum is increasing with incoming productions and the growing local film community,” said Sabrina Jurisich, the Shasta County Film Commissioner. “Having a wide range of great locations and skilled crew available makes the conversation easier when meeting with location managers and key industry decision-makers and they’re noticing all that Shasta County has to offer.”

The Film Office also launched a local film incentive program in 2017 to encourage production companies to film in Shasta County. While productions eligible for the California Film and Television Tax Credit Program can qualify, it is not specifically geared to attract only the top level production. A complete overhaul of the Film Shasta website in 2017 also streamlined the process for location scouts to find more than 300 film-friendly locations at their disposal. Both have led to the increase in film activity in the area.

The most notable productions Film Shasta helped facilitate last year includes TV episodes for BBC’s Top Gear and C-SPAN, a Discovery Network documentary, and web series for California Dream Eater (Visit California) and The Back Pages (Chaos2Love Productions).

###

Media Contact:
Sabrina Jurisich
Shasta County Film Commissioner
Redding Convention & Visitors Bureau
530-225-4103 // Sabrina@VisitRedding.com
www.filmshasta.com
Follow Film Shasta on Social Media: Facebook, Twitter, Instagram