



**Carson Valley Inn
June 18, 2019**

Film and Other Productions: Douglas County Filming Locations

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The Film Industry and Nevada

- Las Vegas has always been associated with the Film industry, second only to Hollywood
- Area 51 in Lincoln County has been home to a variety of space aliens brought to life on the Silver Screen
- Reno has hosted several well known and successful film productions
- Nevada's Sierra Region is where Marilyn Monroe's last movie was filmed, as well as John Wayne's

The Film Industry and Nevada

- Reno Public Radio film reviewer, Robin Holabird, comments in her recent book, *“Elvis, Marilyn and the Space Aliens: Icons on Screen in Nevada,”* that the Silver State has cinematic attraction because it represents
 - ✓ The Old West – TV Series *Bonanza* and *The Shootist*
 - ✓ The New West – two *Godfather* movies, *Goodfellas*, *Bugsy*, *Casino*
 - ✓ The Future West – *Transformers* series

Sierra Region Film History

1961: The Misfits

Dayton, Pyramid Lake, and Reno

1973: Charley Verrick

Carson City, Dayton, Gardnerville, Minden, **Genoa**, Reno, and Sparks

1976: The Shootist

Carson City (John Wayne's final film)

1982: Honkytonk Man

Carson City and Dayton

1986: Top Gun

NAS Fallon (Top Gun program moved there permanently in 1996)

1989: The Wizard

Fallon, Hazen, **Minden**, and Reno



1990: Misery

Genoa and Reno

1994: Clear and Present Danger

NAS Fallon

2005: Pledge of Allegiance Blues

Carson City

2019: The Mustang*

Carson City (former Nevada State Prison)

***received tax credits**

Film Industry & the U.S. Economy

According to recent data from the Motion Picture Assoc. of America (MPAA), the Film and Television production industry:

- Creates and supports 2.6 Million jobs nationwide (all 50 states), both in front of and behind the camera – 3,052 direct jobs in Nevada for 2018
- Comprises over 93,000 businesses (87% are small businesses)
- Pays over \$175 Billion in total wages annually
- Generates \$17.8 Billion in valuable and sought-after global exports
- Registers positive trade balance with nearly every country
- Pays out \$44 Billion per year to over 250,000 local businesses in cities and towns across the U.S.
- May inject as much as \$250,000 per day into local economies for films shot on location



Film Potential for Nevada's Sierra Region

- Leverages the region's beautiful and picturesque landscapes, historic and unique buildings, distinctive properties, and leasable commercial space to generate **direct dollars**
- Showcases the region as a great place to live, work, and play
- Promotes and supports Tourism

Nevada Film Industry Incentives

- **NRS 360.758 to 360.7598:** Established during the 2013 session of the Nevada Legislature
- **Transferable Tax Credits**
 - ✓ Above the Line Labor - 15% Resident, 12% Non-Resident (on personnel wages, salaries, and fringe benefits)
 - ✓ Below the Line Labor – 15% Resident, 0% Non-Resident
 - ✓ Production Costs – 15% of cumulative qualified production costs
 - ✓ Bonus 1: Below the Line Resident – 5%
 - ✓ Bonus 2: Rural County Location – 5%
- **Carry Forward:** Credit expires four years after tax credits issued
- **Administered by the Nevada Film Office** – collaborates and coordinates with the state's Regional Development Authorities (RDAs), including NNDA



- **Part of the NV Governor's Office of Economic Development (GOED)**
- **Provides a variety of resources and support for hundreds of productions annually**
- **Assists with many types of multimedia projects including film, television, music, video games, etc.**
 - ✓ Promotes and utilizes Nevada's award winning professional crews and state-of-the-art production facilities
 - ✓ Locates equipment and supplies
 - ✓ Showcases Nevada's one-of-a-kind unique filming locations
 - ✓ Helps to keep projects on-time, on-schedule, and on-budget
- **Maintains the [Nevada Filming Locations Database](#) and the [Nevada Production Directory](#), the primary resource tools used by industry professionals and their crews planning or conducting productions in Nevada**
- **As the state-designated RDA and authorized GOED representative for the Sierra Region, NNDA also represents the Nevada Film Office in the region**
- **For more information: NEVADAFILM.com**

Nevada Filming Locations Database

- **Listings are free for this online locations library**
- **Promotes available filming locations and properties**
- **Image Requirements**
 - ✓ Full color image, preferably taken by a professional photographer in proper lighting
 - ✓ Landscape orientation
 - ✓ 15MB file size limit
- **Property Description and Details**
 - ✓ Up to 2 website links related to the listing (can include social media)
 - ✓ As many details as possible
 - Unique features and/or quirky history – anything to promote the location as a filming option
 - Prior professional photography and film production on the property
 - Accessibility – details about the surrounding area (wide streets, proximity to highways and airports, parking areas, adjacent parks or open spaces, etc.)

Nevada Production Directory (NPD)

- A “yellow pages” to help producers and productions find everything from A to Z needed to film a production in Nevada (print and digital)
- \$25 listing fee and additional advertising opportunities
- Published annually and distributed free of charge
- #1 resource tool used by industry professionals and their crews planning or conducting productions in Nevada
- Showcases Nevada’s film industry vendors
 - ✓ Professional crews
 - ✓ Production equipment
 - ✓ Expendables and supplies
 - ✓ State-of-the-art production and post-production facilities
 - ✓ Insert stages and studios
 - ✓ One-of-a-kind locations
 - ✓ Support services

Douglas County Filming Locations

- **Carson Valley Visitors Authority has a project initiated and NNDA coordinating its efforts with CVVA**
- **NNDA-Nevada Film Office project collaboration for the Sierra Region, beginning with Douglas County**
- **NNDA coordinating with Lake Tahoe Visitors Authority**
- **Carson Valley Arts Council supporting CVVA and NNDA**


Douglas County Filming Locations

- **NNDA Phase 1 - Identification of Locations & Permitting**
 - ✓ Douglas County Permitting Process in development
 - ✓ Solicit Douglas County location submissions
 - ✓ Select 10 initial locations to pilot and promote
 - ✓ Gather location images
 - ✓ Develop detailed content
 - ✓ List locations in Nevada Filming Locations Database
 - ✓ Post on NNDA website and link to database listing

Douglas County Filming Locations

- **NNDA Phase 2 - Promotion of Locations**
 - ✓ Develop targeted marketing campaign
 - ✓ Promote locations to film production targets
- **NNDA Phase 3 - Production Support**
 - ✓ Assist with/support application(s) for available tax credits
 - ✓ Support resulting production projects, as needed
 - ✓ Evaluate NNDA pilot project for Douglas County, including potential for expansion to all of the Sierra Region

NNDA Film Location Submission



**Film and Other Productions
Douglas County Filming Location
Submission Form
for Nevada Film Office Database**

Questions and Submissions:
NNDA – Lynn O'Mara
775-624-3963
lomara@nnnda.org


Type of Location (check all that apply):

| | | |
|---|--|---|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Cemeteries | <input type="checkbox"/> Museums & Exhibits |
| <input type="checkbox"/> Airports | <input type="checkbox"/> Cities & Towns | <input type="checkbox"/> Parks |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Gardens | <input type="checkbox"/> Religious |
| <input type="checkbox"/> Auditoriums & Theaters | <input type="checkbox"/> Ghost Towns | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Automobiles & Cars | <input type="checkbox"/> Government | <input type="checkbox"/> Roads & Highways |
| <input type="checkbox"/> Bars | <input type="checkbox"/> Hospitals & Medical | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Businesses | <input type="checkbox"/> Housing | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Industrial | <input type="checkbox"/> Tribal & Native American |

Name of Location*: Business name, building name or short descriptive text about the film location. For example: 1-Story Home w/Pool, Empty Warehouse w/Stairwells, etc.
*Note: Descriptive Location Name may be modified by the Nevada Film Office prior to publishing in the database.

(50 Characters Maximum)

Property Description: The more details, the better!! Include any unique features, any quirky history, anything you think would promote the property as a filming location.



**Film and Other Productions
Filming Location Submission Form
Guidelines**

Questions and Submissions:
NNDA – Lynn O'Mara
775-624-3963
lomara@nnnda.org

NNDA represents the Nevada Film Office in the Sierra Region. They collaborate to assist production companies with various types of multimedia projects including film, documentary, television, music, and video games. Some of the diverse types of locations of interest include historic and unique buildings, picturesque landscapes, and distinctive properties.

- One Location per Form:** Please submit a completed form for each location.
- Type of Location:** Check all selections that apply to and best describe the location being submitted.
- Name of Location:** Provide the business name, building name or short descriptive text about the film location (50 characters maximum). For example: 1-Story Home w/Pool, Empty Warehouse w/Stairwells, etc. The location name may be modified by the Nevada Film Office to meet their publishing requirements.
- Permission to Submit Location:** If you are not the property owner of the location, you will need to have written permission to submit the location for inclusion in the Nevada Filming Locations Database.

- **NNDA Film Location Submission Form and Submission Guidelines available online at NNDA.org**
- **Submit completed form electronically to NNDA by July 3, 2019**