

## CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

### Study Session Worksheet

**Presentation Date:** 07/17/2012 **Approx Start Time:** 2:30 p.m. **Approx Length:** 30 Min

**Presentation Title:** Film & Media Ordinance

**Department:** Business & Community Services/Business & Economic Development

**Presenters:** Catherine Comer, Jamie Johnk, Scot Sideras

**Other Invitees:** Representatives from Tourism and County Parks

#### **WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

Staff requests that the Board of County Commissioners direct County Counsel to draft a Filming Permit Ordinance for unincorporated Clackamas County and a Model Filming Permit Ordinance to present to Clackamas County communities as a template for adoption by city jurisdictions. The purpose of this Film Permit Ordinance and Model Filming Permit Ordinance is to ensure uniform permitting processes throughout Clackamas County in order to foster growth of this industry cluster.

#### **EXECUTIVE SUMMARY:**

The Clackamas County Film and Media Production Program is a new initiative under Business and Economic Development which was created to advance jobs and business in the film and media industry. The 2012 Clackamas County Economic Landscape Study identified Film and Media Production as a significant cluster generating 4,791 direct jobs and \$212M in GDP. In developing strategies for growth, staff has learned from industry representative that the lack of uniform filming permitting discourages production companies from filming in certain locations.

The Clackamas County's Film and Media Production Program encourages cities to adopt a model ordinance to ensure uniform permitting processes throughout the County. This model ordinance is not intended to address the regulations of each local jurisdiction but provides general guidance for ensuring film friendly, unified policies and fees throughout Clackamas County.

Clackamas County Business & Economic Development staff will assist cities with developing their local ordinance and will provide support and comment to jurisdictions to ensure uniform procedures for issuing film permits. Local jurisdictions are encouraged to submit any draft filming ordinance or amendments to Clackamas County Business & Economic Development thirty (30) days prior to adoption as per upon which staff will review drafts and provide comments within five (5) working days.

#### **FINANCIAL IMPLICATIONS (current year and ongoing):**

County staff time to prepare and present the ordinance and meet with the communities.

#### **LEGAL/POLICY REQUIREMENTS:**

Follow up with County Counsel as to the specific language of the ordinance.

**PUBLIC/GOVERNMENTAL PARTICIPATION:**

Subsequent coordination with the cities according to the direction of the Board.

**OPTIONS:**

1. Direct County Council to draft film and media ordinance
2. Not move forward with ordinance at this time

**RECOMMENDATION:**

Staff respectfully recommends that the BCC directs County Council to draft film and media ordinance.

**ATTACHMENTS:**

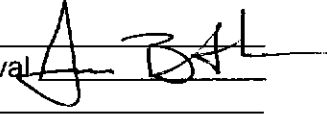
Clackamas County Film & Media Production impact study.

**SUBMITTED BY:**

Division Director/Head Approval

Department Director/Head Approval

County Administrator Approval



For information on this issue or copies of attachments, please contact Teresa Sears @ 503-742-4329

## Career Opportunities

Film and media provides a substantial range of opportunities from technical production assistance to acting and performing. The following are the representative occupations.:

- Technical Director
- Actor/Entertainer/Performer
- Musician/Singer
- Audio Producer
- Equipment Operator (i.e., sound, lighting)
- Graphic Designer
- Book Keeping and Accounting



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### Resources

Clackamas County Business & Economic Development  
[www.Clackamas.us/business](http://www.Clackamas.us/business)

Business Oregon  
[www.oregon4biz.com](http://www.oregon4biz.com)

Film Oregon  
[www.filmoregon.org](http://www.filmoregon.org)

Source Oregon  
[www.sourceoregon.com](http://www.sourceoregon.com)

NW Film Center  
[www.nwfilm.org](http://www.nwfilm.org)

Oregon Governors Office of Film & Television  
<http://oregonfilm.org/>

Oregon Media Production Association  
[www.ompa.org](http://www.ompa.org)

### Contact Information

Clackamas County Business & Economic Development  
 150 Beaver Creek Road  
 Oregon City, Oregon 97045  
 503-742-4329  
[www.clackamas.us/business](http://www.clackamas.us/business)



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## Clackamas County Film and Media Production



There are many reasons why Clackamas County continues to be a preferred location for the film and media production cluster. The natural scenic beauty of the Cascade Range dominated by Mt. Hood provides a rugged landscape with wild & scenic rivers and a range of settings that also provide convenient access to Portland. It is no wonder why major motion pictures (such as Twilight, Untraceable, The Haunted, and The Shinning) and television series (such as Leverage and Grimm) have selected Clackamas County for their studio productions. This cluster is also comprised of nationally renowned publishing and broadcasting companies and creative designers, graphic artists, performers and writers.



Representative film and media production companies in Clackamas County include: Waggener Edstrom, Dark Horse Publishing, AEC, Inc., Oregon Publications Corp., Chevalier Advertising, Pamplin Broadcasting, Pacific Marketing & Publishing, Pacific Coast Crewing, and Cinematics Studios.

### Economic Benefits to Clackamas County and the Region

The film and media production cluster is an important component of the Clackamas County economy and responsible for \$91 million in trade within the nine-county Portland-Vancouver region. Its vitality is measured by direct economic impacts, secondary benefits, and strategic market opportunities. Additionally, film and media generates business for professional and service industries, and promotes unique career-level employment opportunities.

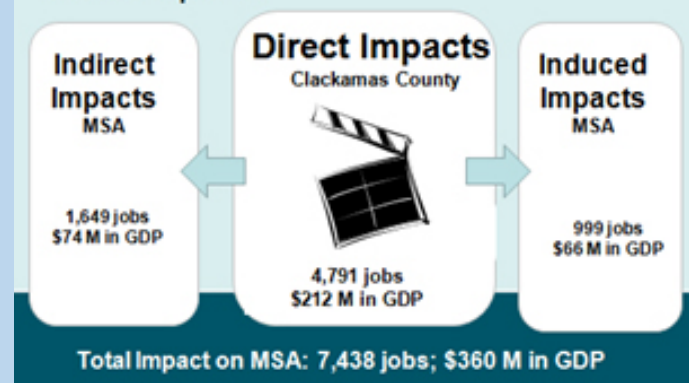
This cluster's prominence is driven in part by several film and media production companies located in various Clackamas County urban and rural office and industrial settings. As a direct economic benefit, production costs, employee compensation, and tax payments account for \$212 million in annual GDP with an estimated secondary, value added GDP of \$220 million.

### Film and Media Production Cluster Current Stats for Clackamas County

- Annual GDP (Value Added): \$212 Million
- Cluster Share of County GDP: 1.4%
- Exports/Sales from Outside Region: 43%
- Direct Employment: 4,791 jobs
- County Businesses: 332
- Number of Businesses in Top 100: 1
- 10-year Job Growth Forecast: 25%
- Cluster Location Quotient (LQ): 5.2

Source: compiled by FCS GROUP based on IMPLAN (2010), adjusted to 2011 dollars; with 10-year forecast by Oregon Employment Dept. GDP = gross domestic product. Location Quotient (LQ) depicts relative share of this industry's contribution in Clackamas County compared to this industry's contribution in the 9-county Region.

### Film & Media Production 2010 Impacts



## Film and Media Production Cluster: Annual Economic Benefits

Location Quotient for Cluster in County	5.2
Contribution to County GDP	1.4%
Business Establishments in County	332
Average Labor Income in County(per job)	\$24,055
Total Labor Income in County	\$115,249,000
<b>Employment</b>	
Direct Jobs in Clackamas County	4,791
Secondary Employment	2,647
Total Direct & Secondary Employment	7,438
<b>Direct GDP and Output in Clackamas County</b>	
Direct GDP (Value Added)	\$212,010,000
% Traded Outside Region	43%
Output	\$424,910,000



GDP = Gross Domestic Product.  
 Source: analysis by FCS GROUP. All data in this table, with exception of business establishments, are based on 2010 IMPLAN estimates. Employment reflects total jobs (full and part time workers as well as self-employed). Estimated business establishments are derived from the Oregon Employment Department. Location quotients are based on Clackamas County's relative propensity to attract employers within this cluster in comparison to the nine-county Portland-Vancouver region.

## Film & Media Production: Strategic Market Opportunities

The film and media production cluster is thriving in Oregon due in part to excellent cost advantages and direct incentives provided by the state. This includes production and labor investment rebates offered by the Oregon Production Investment Fund (OPIF), and the Greenlight Oregon Labor Rebate. In addition, Oregon has a rebate program for local filmmakers through the Indigenous OPIF program (see back page for details).

The nationally regarded high quality of life continues to attract creative professionals to Clackamas County and the region with specialties in film & media production. This combined with Oregon's renowned "Silicon Forest" high tech setting, low cost of living, and ample regional labor force should foster growth in the film & media production cluster for many years.

## Film and Media Production Cluster North American Industrial Classification System (NAICS) Categories

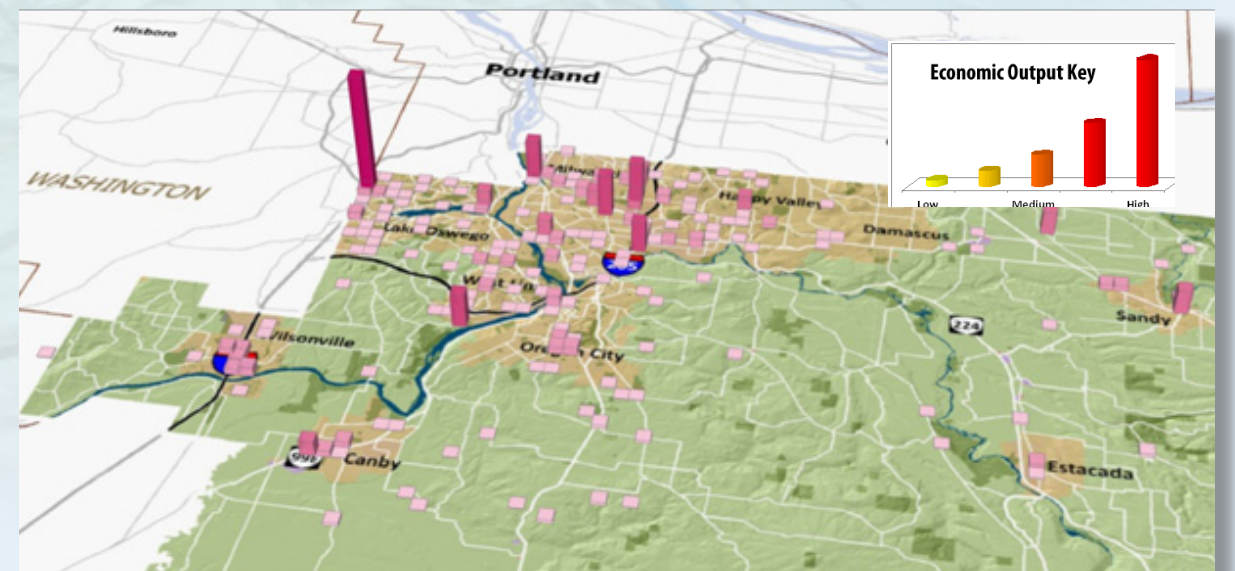
- 5111: Publishers.** Includes newspapers, periodicals and book publishing.
- 5121: Motion Picture and Video Industries.** Includes TV and movie productions.
- 5122: Sound Recording.**
- 5151: Radio and TV Broadcasting.**
- 5191: Internet Publishing and Broadcasting.**
- 5419: Advertising and related services.**
- 7113: Promoters of Performing Arts and Sports.**
- 7115: Independent Artists, Writers and Performers.**

Sample of Film & Media Companies in Clackamas County
Waggener Edstrom, Inc. *
Dark Horse Publishing
AEC, Inc.
Oregon Publications Corp.
Chevalier Advertising, Inc.
Pamplin Broadcasting Oregon, Inc.
Pacific Marketing & Publishing, Inc.
KPDQ – AM & FM
Hot Off The Press, Inc.
Pacific Coast Crewing, Inc.
Cinematics Studios

Source: Oregon Employment Department, 2010.  
 \* Indicates top 100 County Business Listing



## Existing Film and Media Production Companies in Clackamas County: Annual Regional Economic Output by Location\*



\*Reflects total economic output attributed to business activities measured in 2010, using the IMPLAN model for Clackamas County.