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December 17, 2025

Dear Honorable Mayor Daniel Lurie and Members of the Board of Supervisors:

The San Francisco Film Commission is writing on behalf of the more than 4,400 SAG-AFTRA members, 700 I.A.T.S.E. film and television technicians, and 400 Teamsters drivers and location managers and all the local filmmakers, businesses and media making stakeholders who live and work in San Francisco and the Bay Area.

We request your support in modernizing the *Scene in San Francisco* incentive program to respond to the current competitive incentive-based production environment. The current *Scene in San Francisco* program was implemented in 2006 and has been successful in rebating over \$7 million to productions shot in San Francisco and generating over \$68 million in revenue for San Francisco.

While the program has been successful, it is nearly two decades old and no longer positions San Francisco to compete with other regions for film production revenue. The current program only offers rebates to city departments, capped at \$600,000. Producers cannot budget for city expenses upfront, and the program lacks incentives for spending or hiring locally.

We support the most recent recommendations, introduced by Supervisor Mandelman and co-sponsored by Supervisor Chan and Supervisor Walton, and developed in collaboration with Film SF, the official film office of City and County San Francisco, under the leadership and guidance of Executive Director, Manijeh Fata. Second only to Los Angeles, the San Francisco Bay Area is a major film and television production center, boasting significant media companies like YouTube, Dolby, Google, Pixar, and Lucasfilm that contribute to the vibrancy of our local industry.

San Francisco's film production activity is rebounding, playing a key role in the city's economic recovery and changing narrative. According to Film SF's Impact Report, which covers fiscal year 2024-2025:

- Since the *Scene in San Francisco* program began, **productions have spent \$12.68 locally for every dollar rebated.**
- **46 projects** have utilized the *Scene in San Francisco* incentive program since 2006, including five feature films this year, **\$68.7 million in goods or services purchased**, and **\$26.2 million** paid in wages to local cast and crew.
- **Two** World-Premieres of features that used our incentive at the world-renowned Berlinale and SXSW Film Festivals.
- Moreover, the city hosted **241** productions, which contributed an estimated **\$17.5 million** to the local economy, including hotel stays from productions.



The proposed recommendations will attract more projects, generating thousands of jobs for San Francisco and the Bay Area and significant revenue for local businesses, while supporting tourism and the hotel industry, and further elevating the City's global image.

For the above reasons, we unanimously recommend that the City and County of San Francisco modernize and strengthen the *Scene in San Francisco* program to capitalize on our production momentum.

Sincerely,

A handwritten signature in black ink, appearing to read "Villy Wang".

Villy Wang
President
SF Film Commission

A handwritten signature in black ink, appearing to read "Jack Song".

Jack Song
Vice President
SF Film Commission