



FILM COMMISSION

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Urging Preservation of the San Francisco Film Commission

Re: Urging Preservation of the San Francisco Film

To the Members of the Commission Streamlining Task Force:

On behalf of the San Francisco Film Commission, we strongly urge the Commission Streamlining Task Force to preserve the Commission as a distinct body. This is a critical time for San Francisco's cultural and economic rejuvenation. As Mayor Daniel Lurie notes in the Film SF Impact Report, "Arts and culture are what make our City feel alive—they bring people to our streets, energize our neighborhoods, and give San Francisco its unique spirit." Preserving the Film Commission ensures that the City can fully leverage film and media production as a driver of jobs, revenue, and neighborhood vitality during this pivotal moment.

The San Francisco Film Commission is not simply an arts or cultural advisory entity; it is a specialized economic development engine that drives jobs, spending, and global visibility for our city. For decades, film and media production has been a cornerstone of the City's cultural identity and economic vitality. Productions support hundreds of local jobs, from set designers and camera crews to caterers, hotel workers, and small businesses. **In 2024 alone, film generated over \$17.5 million in direct economic activity, a contribution that strengthens the local economy and drives recovery, with significant potential for further growth.**

The SF Film Commission brings unique value that cannot be replicated by a consolidated arts agency and elimination of the Commission at this critical time would undermine decades of economic, cultural and workforce impact. The role of SF Film Commissioners include:

- **Economic Development Impact:** We actively position San Francisco as a premier destination for film, television, commercial, and digital media productions. These projects generate millions in local spending while showcasing the City worldwide.





- **Specialized Industry Expertise:** Our work requires knowledge of production logistics, labor agreements, incentives, and global competition—expertise that is distinct from and complementary to the work of arts and culture agencies.
- **Commissioners' Agency and Industry Leadership:** The Film Commission is a governance body and serves more than just an advisory role. As commissioners, we bring agency, credibility, and leadership to San Francisco. Our networks allow us to advocate directly with studios, labor unions, and media, sports entertainment and nonprofit partners to open doors for productions that might otherwise pass our city by as well as to build workforce pathways. These connections are vital for securing film projects and advocating for San Francisco's interests, such as lobbying for changes to state tax credits that benefit our region. In this way, Commissioners amplify the reach of Film SF's small team, bringing resources, partnerships, and opportunities to the table that strengthen both the department and the City's position in a competitive global industry.
- **Trust of the Film Community:** The SF Film Commission provides continuity and credibility with filmmakers, studios, unions, and local vendors. Eliminating it would risk losing the faith of an industry we have carefully cultivated and the momentum of productions we are working to attract.

The Film Commission's contributions are not narrow – they are strategic, measurable, and essential to the City's economic and workforce development goals. **As the City considers options to streamline agencies, preserving the Film Commission as a distinct body will ensure that San Francisco continues to reap the economic, cultural, and workforce benefits of film and media production.** Maintaining the SF Commission intact ensures San Francisco continues to benefit from jobs, revenue, and global visibility generated by the film and media industry.





We strongly urge the Commission Streamlining Task Force to accept our recommendation.

Sincerely,

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

Villy Wang
President, San Francisco Film Commission

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

Jack Song
Vice President, San Francisco Film Commission

Jim Beaumonte, Commissioner

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