



Photo courtesy of Chris Friedman

IMPACT REPORT

FISCAL YEAR 2025-2026

**FILM
SF**

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INTRODUCTION FROM SF MAYOR DANIEL LURIE

San Francisco has long captured the world's imagination. From *Vertigo* and *Bullitt* to *The Princess Diaries* to *The Last Black Man in San Francisco*, films made here have introduced generations of audiences to our neighborhoods, landmarks, and unmistakable spirit. That legacy belongs not just to our iconic locations, but to the people, businesses, and partners who make filmmaking possible here.

Over the past year, I've had the opportunity to visit productions filming across our city and meet the talented crews behind them. Many would not be here without the legislation we signed modernizing the Scene in San Francisco incentive program, which has sharpened San Francisco's competitive edge in the film and television industry while supporting local workers and neighborhood businesses.

This year, San Francisco production *Josephine*, directed by Beth de Araújo and supported through the incentive, won the top two awards at the Sundance Film Festival—proof of what's possible when our city invests in extraordinary filmmaking. And that success on screen is matched by real impact here in our city: In the past year, we had 309 film productions here, generating \$32.2 million in direct local economic output.

My administration is committed to making San Francisco work better for residents, small businesses, and cultural industries that create jobs and strengthen our economy. Film SF is an important partner in that effort, streamlining permitting and improving coordination across city departments so productions succeed while communities benefit citywide.

Earlier this year, I brought our three major arts agencies—Grants for the Arts, the San Francisco Arts Commission, and the San Francisco Film Commission—under one roof, setting our city's arts and culture up to be resilient and to drive our comeback. Under the leadership of Executive Director of Arts and Culture Matthew Goudeau, I'm confident this new structure is already fortifying San Francisco's creative economy and delivering more support for artists, cultural organizations, creative businesses, and filmmakers. That stronger foundation is exactly what will keep filmmakers choosing San Francisco.

I believe the arts are essential to shaping San Francisco's future. As we look ahead, my goal is that filmmakers continue to choose San Francisco—not only for our natural beauty or architectural charm, but because they know they'll find a city that champions creativity and innovation and is ready to help them succeed.

Sincerely,



Daniel Lurie
Mayor, City and County of San Francisco



ECONOMIC IMPACT



Voicemails for Isabelle screening. Photo courtesy of Film SF.

Film SF facilitated **309** productions across television, film, photography, and commercials this fiscal year, contributing an estimated **\$32.3 million** in direct local economic output and **\$162,900** in permit fees — activity that generated an estimated **4,303** hotel nights and **555** production shoot days, driving sustained business for local vendors from caterers and equipment rentals to transportation services and crew hires. At the heart of this success is the *Scene in San Francisco* incentive — a competitive program that lets us compete with other cities and infuses neighborhoods with economic activity. For every dollar rebated, productions have spent **\$12.50** locally.

“We were so well taken care of, and the movie is so much better because we opened with these beautiful shots of San Francisco.”

Olivia Wilde, as shared in SF Chronicle
Director of *The Invite*

[Can San Francisco win back Hollywood? Sundance may be a turning point](#)

San Francisco Chronicle

[Making Movies in San Francisco Just Got Less Expensive](#)

KQED

OUR WORK



On the set of the Superbowl Oikos commercial. Photo courtesy of Film SF.

Created in 1988, Film SF is the official film office for the City and County of San Francisco. We champion filming here to support a diversity of storytellers and our thriving production community. Our vision: a city that embraces and invests in storytellers and entices productions to call San Francisco home. San Francisco offers what few cities can: dramatic topography, architectural range, and a unique geography where a coastline, a skyline, a Victorian block, and a redwood grove can all be reached in the same afternoon. The *Scene in San Francisco* incentive and a dedicated concierge-style film office makes the city a competitive choice for productions of every size.

[Kathryn Hahn and Derrick Henry Make Their Mark on San Francisco Ahead of Super Bowl 2026](#)

People

“ San Francisco has a long history as a place where filmmakers come to tell stories, and that tradition depends on the skilled workers who make production possible. Teamsters provide the transportation expertise and support that keep productions operating safely and efficiently. A strong film industry creates good jobs, supports local businesses, and strengthens the communities where productions take place.”

Tony Delorio

Principal Officer, Teamsters Local 665, Vice President of The San Francisco Film Commission

[Oikos Lends Strength to Kathryn Hahn in Streaming-Only Super Bowl Commercial](#)

VARIETY

Throughout the year, Film SF's work is guided by five priority areas:

- **Facilitating Production Activity**
- **Community Engagement**
- **Marketing**
- **Workforce Development**
- **Policy & Advocacy**

Film SF oversees and facilitates production activity in San Francisco, serving as the bridge between creatives and studios and the network of public agencies, external partners, and community stakeholders who make it happen. The work goes far beyond issuing permits - it's hands-on stewardship that turns the City itself into a character in every production.

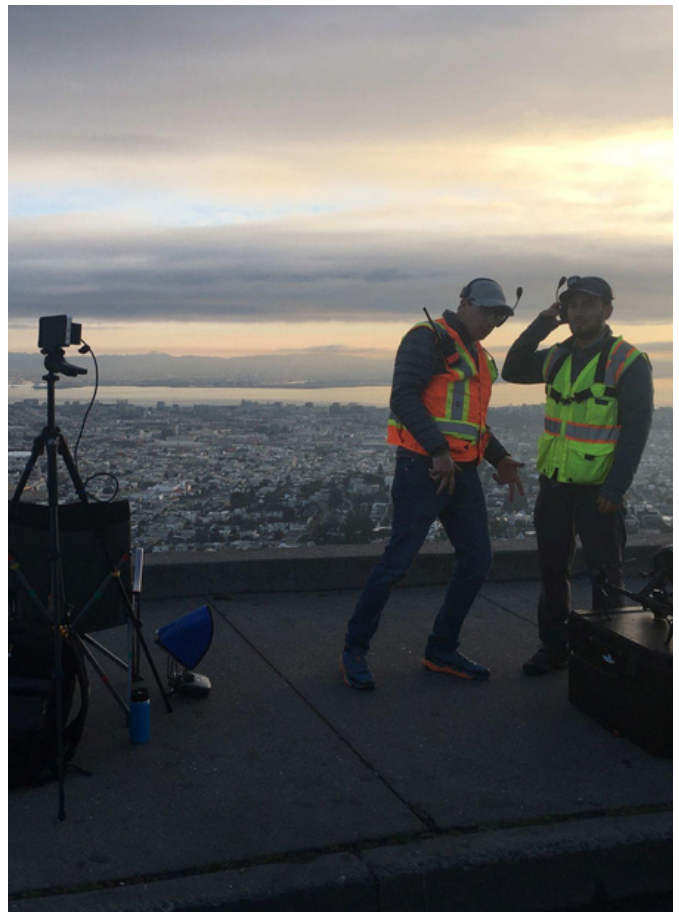
“ There’s something magical about seeing San Francisco on screen. Film and television capture the beauty, culture, and spirit of our city, inspiring people around the world to experience that magic for themselves. Every production strengthens our hotels, restaurants, small businesses, and neighborhoods while reinforcing San Francisco’s place as one of the world’s most iconic and inspiring destinations.”

Alex Bastian

President & CEO, Hotel Council of San Francisco

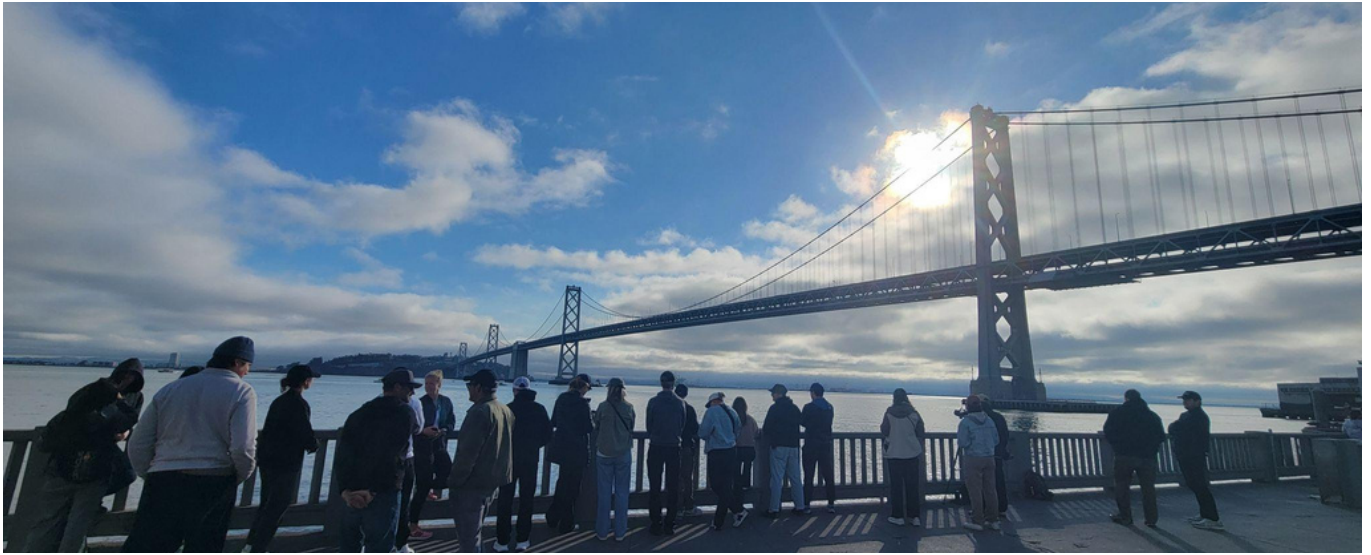
[The misconceptions about filming a movie in San Francisco](#)

SFGATE



On the set of a Range Rover commercial with Matt Lavin, Aerography Aerial Production 1b. Photo courtesy of Christie Every.

FACILITATING PRODUCTION ACTIVITY



Film SF staff and Locations team on the set of Red Bull Bridge Rider. Photo courtesy of Film SF.

In a year marked by strategic partnerships and behind-the-scenes progress, Film SF continued its work to make San Francisco not just film-friendly, but film-ready. The office supported major productions and high-profile opportunities, including **NBC's Super Bowl** live coverage on Alcatraz and Treasure Island, as well as **Red Bull's Bridge Rider** project, coordinating with multiple City agencies to safely execute a skydiving stunt featuring windsurfing on the San Francisco Bay Bridge. At the same time, Film SF advanced policies and processes to make filming more efficient and accessible, strengthening the infrastructure behind production through updated agreements and processes with City departments and streamlined filming coordination and notification procedures.

“ At States & Kingdom, we spend our time producing projects that don't fit neatly into a box—they're ambitious ideas that only come together when an incredible team of people is willing to solve problems together. Bringing Red Bull Bridge Rider to life meant coordinating across multiple jurisdictions, agencies, and partners to safely execute something that had never been done before, and Film SF was an essential part of making that happen. They understand that great production isn't about finding reasons something can't be done—it's about bringing the right people to the table to figure out how it can. San Francisco is one of the most iconic backdrops in the world, and we're grateful for a city and a Film Commission that embrace bold creative work while helping make it possible.”

Tes Sewell

Producer, States & Kingdom LLC



Film SF staff and Locations team on the set of Red Bull Bridge Rider. Photo courtesy of Film SF.



On the set of Red Bull's Raptor Jump. Photo courtesy of Film SF.

[From sky to steel: Sean MacCormac skysurfs the San Francisco Bay Bridge](#)



“It was an honor to host the production of *Artificial* at Stable Cafe. Welcoming such an important film and production team to our venue was a meaningful moment for both our cafe and San Francisco's growing AI and technology history. We are proud to have been part of this project and look forward to seeing the finished film.”

Karen Ortiz
Events Manager of Stable Cafe

[\\$40 million movie's San Francisco shoot continues, stars spotted at Dolores Park](#)



Top: On the set Luca Guadagnino's *Artificial*. Bottom: Film SF Executive Director Manijeh Fata on set with crew. Photos courtesy of Film SF.

[Where the Sam Altman movie filmed in SF this summer](#)

The **San Francisco** Standard

COMMUNITY ENGAGEMENT



Mayor's Office, Film SF and San Francisco Film Commission leadership, California Film Commission leadership, SFFILM leadership, and Olivia Wilde at the premiere screening of *The Invite* at SFFILM Festival. Photo courtesy of Film SF.

At the heart of Film SF's mission is a commitment to strengthening San Francisco's film and media ecosystem through relationship-building, collaboration, and community investment. This year, Film SF expanded its engagement with filmmakers, students, cultural organizations, and industry partners through a range of events, programs, and institutional partnerships.

Film SF strengthened connections across San Francisco's film and creative community through quarterly industry mixers, student outreach, local screenings, sponsorship of **SFFILM Festival** and **CAAMFest 2026**, and visits to local production institutions and vendors. These efforts created opportunities for industry professionals to connect, supported emerging filmmakers, and deepened Film SF's understanding of the city's creative ecosystem.

[‘Diary of a Teenage Girl,’ a Coming-of-Age Story in ‘70s SF, Returns to the Roxie](#)

KQED



Film SF staff and crew at *The Diary of a Teenage Girl* screening Q&A at the Roxie. Photo courtesy of Film SF.



Film SF staff with SFPD Sergeant Maureen Leonard who received the California On Location Award (COLA) for City Public Employee of the Year. Photo courtesy of Film SF.

MARKETING

By promoting San Francisco as a premier destination for film and media, Film SF raises the City's profile, connects local filmmakers and organizations with national and international audiences, and highlights the depth of the City's creative ecosystem.

The office also represented San Francisco on the national and international stage, from the **Cannes Film Festival** to the **Sundance Film Festival**, where Film SF helped bring together leading local film, media arts, labor, and cultural organizations for Spotlight on San Francisco. At Sundance, Film SF also celebrated the world premiere of Beth de Araújo's *Josephine*, a San Francisco production supported through the City's *Scene in San Francisco* incentive program, and participated in a panel discussion with de Araújo highlighting the experience of making the film in San Francisco. Together, these efforts showcased the City's filmmakers, creative community, and production resources while strengthening San Francisco's profile as a destination for filmmaking.

“ I love The Bay. The Bay is incredible. The park in general is just gorgeous, I love the restaurants, the food, everything. I loved being there with Beth specifically because she's from there. I get to go to have coffee at her dad's favorite coffee place. It was rad. I would happily shoot many, many more movies there.”

Channing Tatum, as shared in SFGate
Actor in *Josephine*

[Heartbreaking San Francisco film premieres at Sundance to multiple standing ovations](#)

SFGATE



Top: Beth de Araújo, Gemma Chan, Channing Tatum, and Mason Reeves at the Sundance 2026 premiere of *Josephine*. Bottom: Film SF leadership and SF film organization leadership, and Beth de Araújo at the Spotlight on San Francisco panel at Sundance 2026. Photos courtesy of Film SF.

[Watch Industry Leaders Break Down California's Film Tax Incentives at The American Pavilion](#)

IndieWire



Film SF Executive Director Manijeh Fata, LMGI Board Member Michael Glaser, and California Film Commission Executive Director Colleen Bell at the Cannes Film Festival. Photos courtesy of Leah Medrano.



SFPD on the set of Netflix's Voicemails for Isabelle. Photo courtesy of Film SF.

[Olivia Wilde on the 'dreamy' experience of shooting 'The Invite' in The City](#)



Film SF Senior Production Coordinator Ismael Castillo, and Locations Team on the set of Voicemails for Isabelle. Photo courtesy of Film SF.

WORKFORCE DEVELOPMENT

Film SF works to open doors for San Franciscans seeking careers in film and media by building relationships with schools, workforce organizations, unions, and community partners and creating pathways into meaningful industry work.

This year, Film SF hired three interns who gained hands-on experience in the local film and media industry while contributing to the development of the Locations Library, Film and Media Landscape Database, and the office's sustainability efforts. Film SF also facilitated career pathway conversations with **International Alliance of Theatrical Stage Employees (IATSE) Local 16, BAYCAT, and BAVC Media** to explore opportunities to connect San Francisco residents with industry training, mentorship, and career pathways. Additionally, Film SF supported Joe Talbot's 48 Hills Summer Camp.

Productions participating in the *Scene in San Francisco* incentive made **nine First Source hires** this year, placing three San Francisco residents in production roles across departments. Together, these efforts strengthened connections between local talent and the production industry while helping create clearer pathways into sustainable film and media careers.

“ San Francisco's film industry is built on the skill and dedication of the craftspeople who work behind the camera. IATSE Local 16 members bring the training, expertise, and craftsmanship that allow productions to succeed while providing meaningful careers for Bay Area workers. As the industry evolves, maintaining a strong production presence in San Francisco and California will be essential to supporting the workforce that makes these stories possible.”

Jim Beaumonte

Business Agent, I.A.T.S.E. Local 16,
Film Commissioner

[Inside Director Joe Talbot's San Francisco Cinema Boot Camp](#)

Interview



Mayor Daniel Lurie and filmmaker Joe Talbot at the 48 Hills Summer Camp film set. Photo courtesy of Film SF.

POLICY & ADVOCACY



Executive Director Manijeh Fata, Film Commissioner Erin Kahn, Film SF Alliance Co-Founder Peter Quartaroli, Todd Traina, Chief of Housing and Economic Development Ned Segal, Mayor Daniel Lurie, Morgan Sackett, Mary Sackett, and Michael Schur. Photo courtesy of Film SF.

Film SF is proud to be a member of the **Association of Film Commissioners International (AFCI)**, **Film Liaisons in California Statewide (FLICS)**, and **FilmUSA** - organizations that strengthen collaboration and best practices among film offices and liaisons. AFCI is the global professional organization representing film commissions and film offices, providing advocacy, education, professional development, and connections across the international production community, while FLICS brings together California film offices to share resources, coordinate on statewide production issues, and promote California as a premier filming destination. FilmUSA is a national, non-profit trade organization of state and regional film commissions from across the USA under one umbrella to enhance the global competitiveness of the US film and TV industry, expand industry access, support global film partnerships, and promote domestic production. These networks are essential to Film SF's work, providing opportunities to share ideas and best practices with peers, stay informed about emerging production trends and needs, and strengthen San Francisco's position within California and the global production community.

This year, a new "friends of" organization, [Film SF Alliance](#), launched with the goal of raising private funds to support Film SF | San Francisco Film Commission. The Alliance's fundraising will support the office's efforts to attract, retain, and grow film production in San Francisco, including industry marketing and outreach, producer and studio engagement, strategic partnerships, and expanding and enhancing the Scene in San Francisco incentive program.



Film SF Executive Director Manijeh Fata, filmmaker Beth de Araújo and California Film Commission Deputy Director Yetee Osunsanmi. Photo courtesy of Film SF.



FLICS legislative meetings. Photo courtesy of Film SF.

SAN FRANCISCO'S INCENTIVE PROGRAM



Film Commissioners, Film SF Executive Director Fata, Mayor Daniel Lurie, and Chris Columbus at the incentive legislation signing. Photo courtesy of Film SF.

Launched in 2006, the *Scene in San Francisco* incentive program is Film SF's flagship financial incentive for productions. This year, Film SF led the first **major modernization** of the program since its inception, fundamentally restructuring a nearly 20-year-old incentive to better reflect the realities of today's film and television industry and position San Francisco to compete for productions in an increasingly competitive national and global marketplace.

[San Francisco's new film incentives land Netflix's 'A Man on the Inside' Season 3](#)

San Francisco Chronicle

The modernization was designed to address a longstanding competitive disadvantage: San Francisco's previous incentive had not been meaningfully updated since 2006, while competing jurisdictions had continued to expand and refine their programs. As Board President Rafael Mandelman noted during the legislation's consideration, the City's prior financial benefits were increasingly limited compared with incentives available elsewhere. The new structure positions San Francisco to compete more effectively for productions while creating a clearer connection between incentive support and the local economic activity generated by each project.

The redesigned program was signed into law in February 2026 following unanimous approval by the Board of Supervisors. The overhaul replaced the previous structure—which primarily reimbursed city fees and required productions to shoot a significant portion of their principal photography in San Francisco—with a more competitive, tiered incentive tied directly to local economic activity. Productions can now receive a 10% rebate on the first \$1 million of qualified San Francisco spending and 20% on qualified spending above \$1 million, along with a 100% rebate on eligible City agency fees, up to **\$1 million cash rebate per project**. The program also broadened eligibility, established a five-day principal photography requirement, and allowed qualifying projects to leverage the incentive alongside California's expanded state film and television tax credit.



Mayor's signing of the incentive legislation. Photo courtesy of Film SF.

The impact of the program since its inception demonstrates the value of continued investment. To date, the City has rebated **\$7,644,372.38** to productions, with every dollar rebated generating \$12.50 in local spending. In total, **48** productions have benefited from the incentive, resulting in:

- More than **16,102** local crew and actor hires, including members of IATSE Local 16, Teamsters 2785, and Screen Actors Guild–American Federation of Television and Radio Artists (SAG-AFTRA).
- **228** First Source hires, connecting economically disadvantaged San Franciscans to entry-level production opportunities and pathways into the industry.
- **\$26,319,638.87** in wages paid to local San Francisco crew and background actors.
- **\$69,166,512.94** in spending at San Francisco businesses, including hotels, restaurants and catering companies, equipment rental houses, transportation providers, lumber and hardware suppliers, security companies, location vendors, and other local businesses.

The updated program is already demonstrating more interest and activity. Netflix's *A Man on the Inside* Season 3 became one of the first major productions to commit to filming substantially in San Francisco under the revamped incentive, while the program has also supported San Francisco productions that have gone on to national recognition, including Beth de Araújo's *Josephine*.

[San Francisco supervisor proposes boost to city's film and TV tax incentive](#)

Los Angeles Times

[San Francisco hopes to lure Hollywood with new incentives. Here's how](#)

San Francisco Chronicle



Film SF and Film Commission leadership, Mayor's office, Steel Harp cast and crew, and Mayor Daniel Lurie on the set of *The Steel Harp*.



On the set of *Mr. Obsolete* in the Asian Art Museum. Photo courtesy of Film SF.

“ Every film has moments that feel impossible until the right people come together to make them happen. Film SF's *Scene in San Francisco* Incentive Program gave us not only the resources to shoot here, but also a true partner in navigating complex coordination with the Golden Gate Bridge, Highway and Transportation District, finding production office space, and helping us get to 'yes' on the things that mattered most. Having Mayor Daniel Lurie visit our set was incredibly meaningful and reinforced what we felt throughout the process - San Francisco believes in filmmakers, and there is no other place where this story could be told.”

Kelly O'Sullivan

Writer and co-director of *The Steel Harp*

[San Francisco Bumps Film and TV Tax Credit](#)

THE
Hollywood
REPORTER



Filmmaker and Inaugural Drag Laureate D'Arcy Drollinger at the Frameline Film Festival Opening Night Premiere of *Lady Champagne*. Photo courtesy of Film SF.

FILM SPACE GRANT



Onstage at BAVC Media's 50th Anniversary. Photo courtesy of BAVC Media.

In a city where real estate goes a long way, the **Film Space Grant** helped strengthen the foundation of San Francisco's independent film ecosystem by supporting nonprofit film and media organizations that provided local filmmakers with space, mentorship, and professional development. In FY 24-25, two pillars of Bay Area film culture—**SFFILM** and **BAVC Media**—were awarded Film Space Grants, supporting their work to nurture homegrown voices. The Film Space Grant has since sunset as Film SF merged with the **San Francisco Arts Commission** and **Grants for the Arts**. As the newly integrated agency looks ahead, we are hopeful this expanded structure will create new opportunities to support San Francisco's local filmmakers and creative community.



Film SF Deputy Director Sofia Alicastro taking industry meetings with filmmakers to promote the incentive program. Photo courtesy of SFFILM.



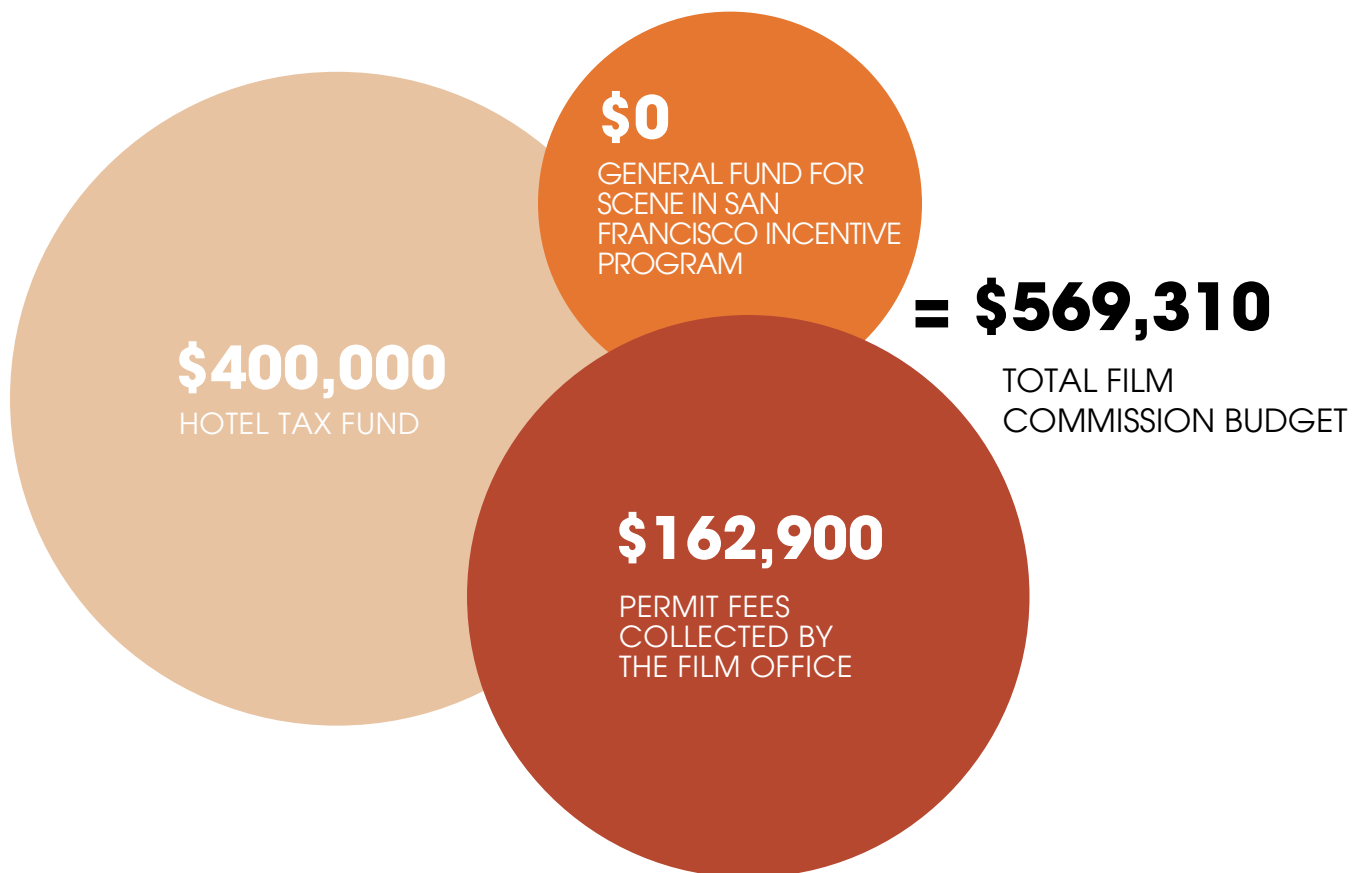
BAVC Media Executive Director Paula Smith-Arrigoni, Film SF leadership, and SFFILM Director of Artist Development Masashi Niwano at BAVC Media's 50th Anniversary gala. Photo courtesy of BAVC Media.



FUNDING

SAN FRANCISCO FILM COMMISSION

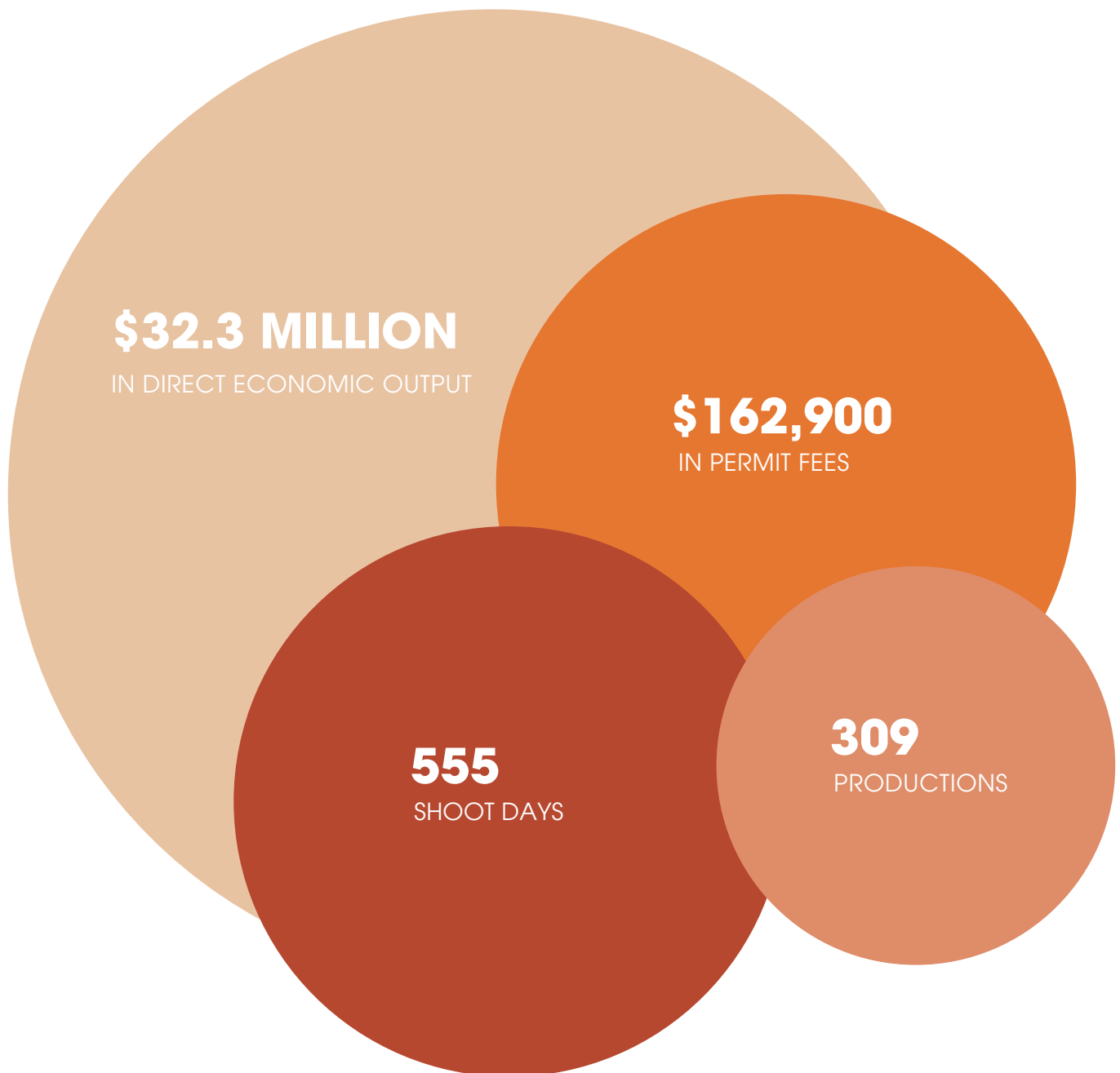
Funding for Film SF | The San Francisco Film Commission comes from the collection of **permit fees, Grants for the Arts** (via hotel tax revenue), and the **General Fund** for the *Scene in San Francisco* Incentive Program. For FY 25-26, Grants for the Arts allocation was **\$400,000**. The General Fund allocation for the *Scene in San Francisco* Incentive Program was **\$0**. Fees collected for permits issued this year totaled **\$162,900**.



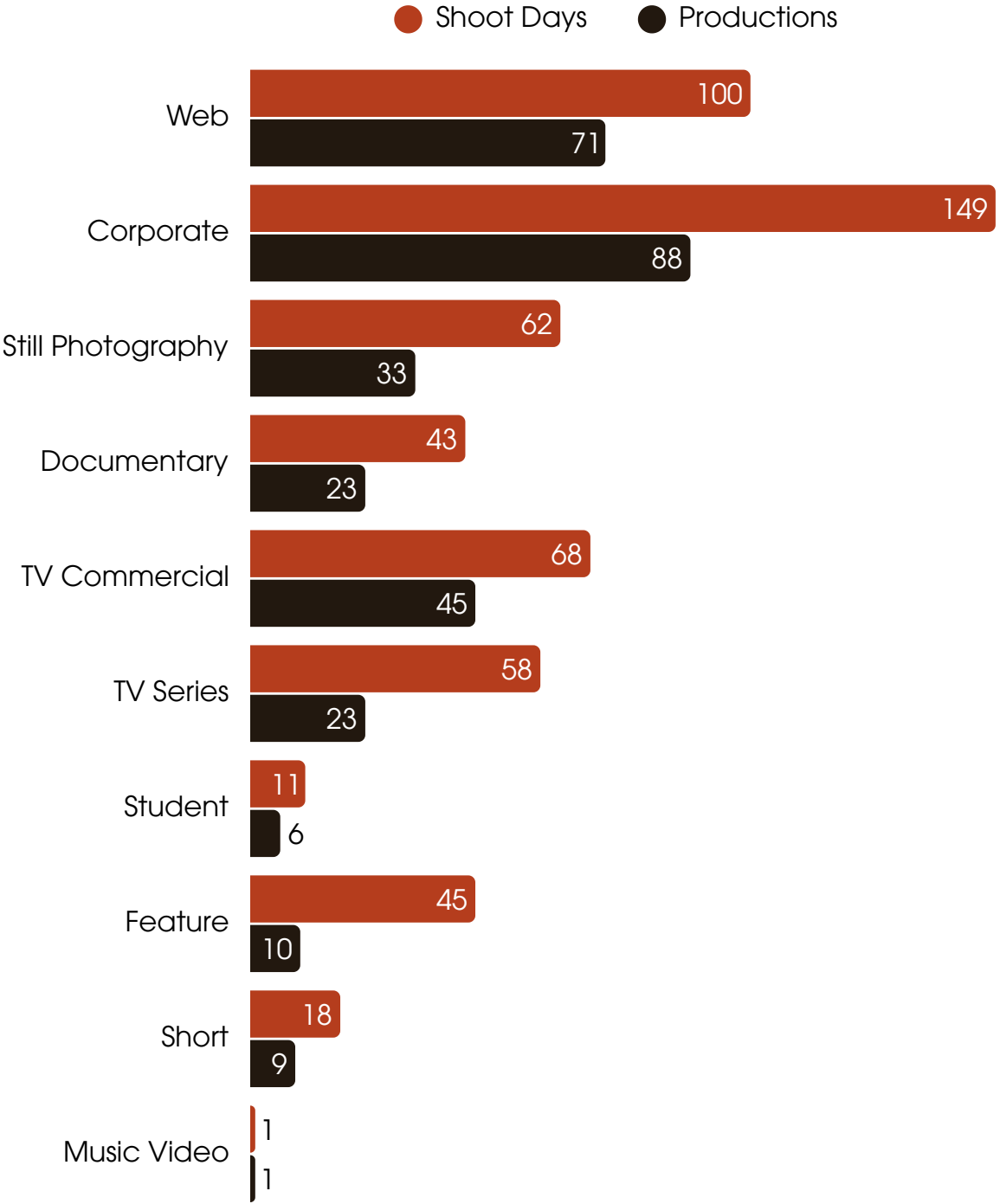
*FY 25-26 Carryforward budget totaled \$2.6 mil

FILMING STATISTICS

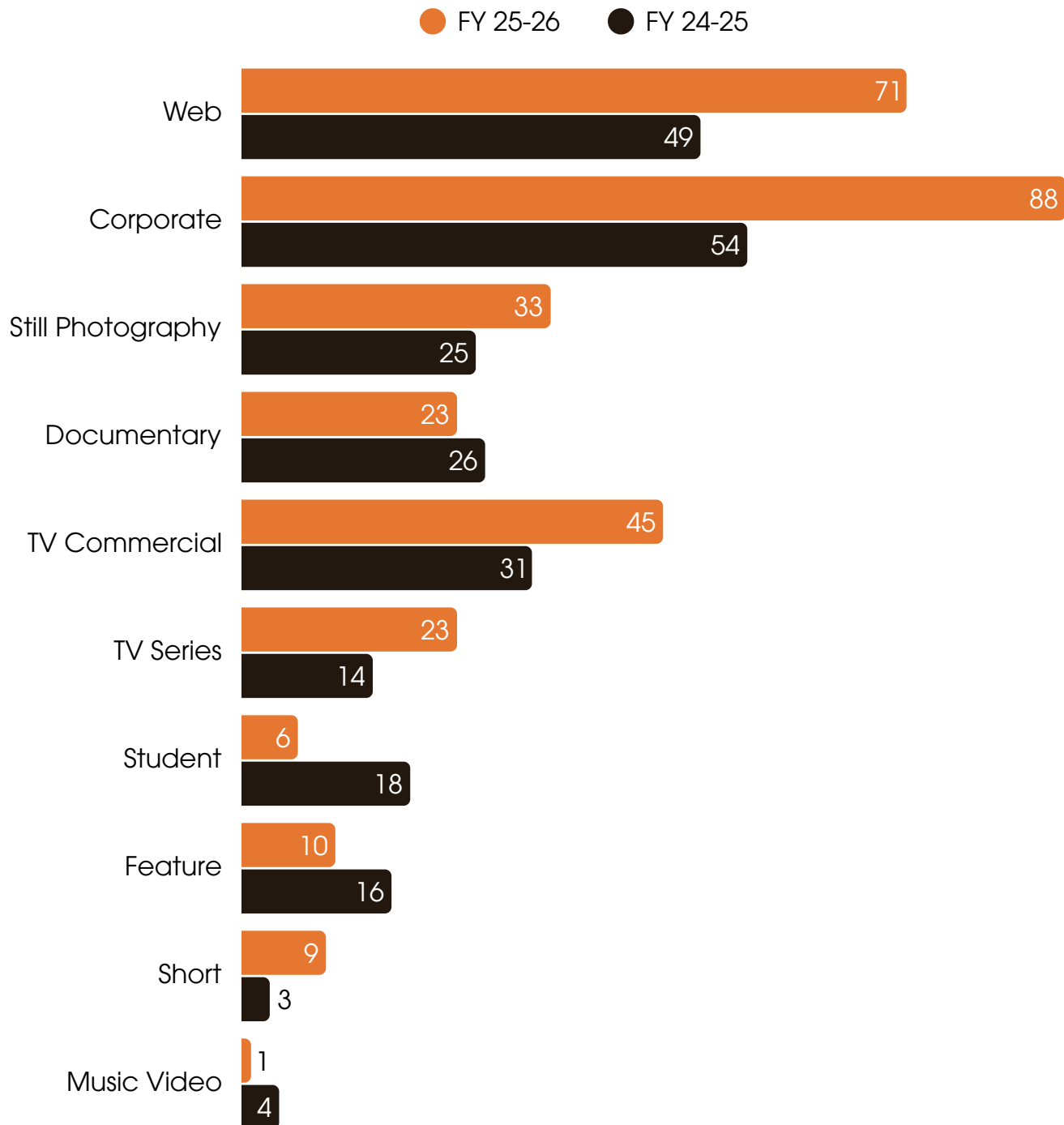
FY 25-26 Film SF facilitated a total of 309 productions, with 555 shoot days and **\$162,900** in permit fees.



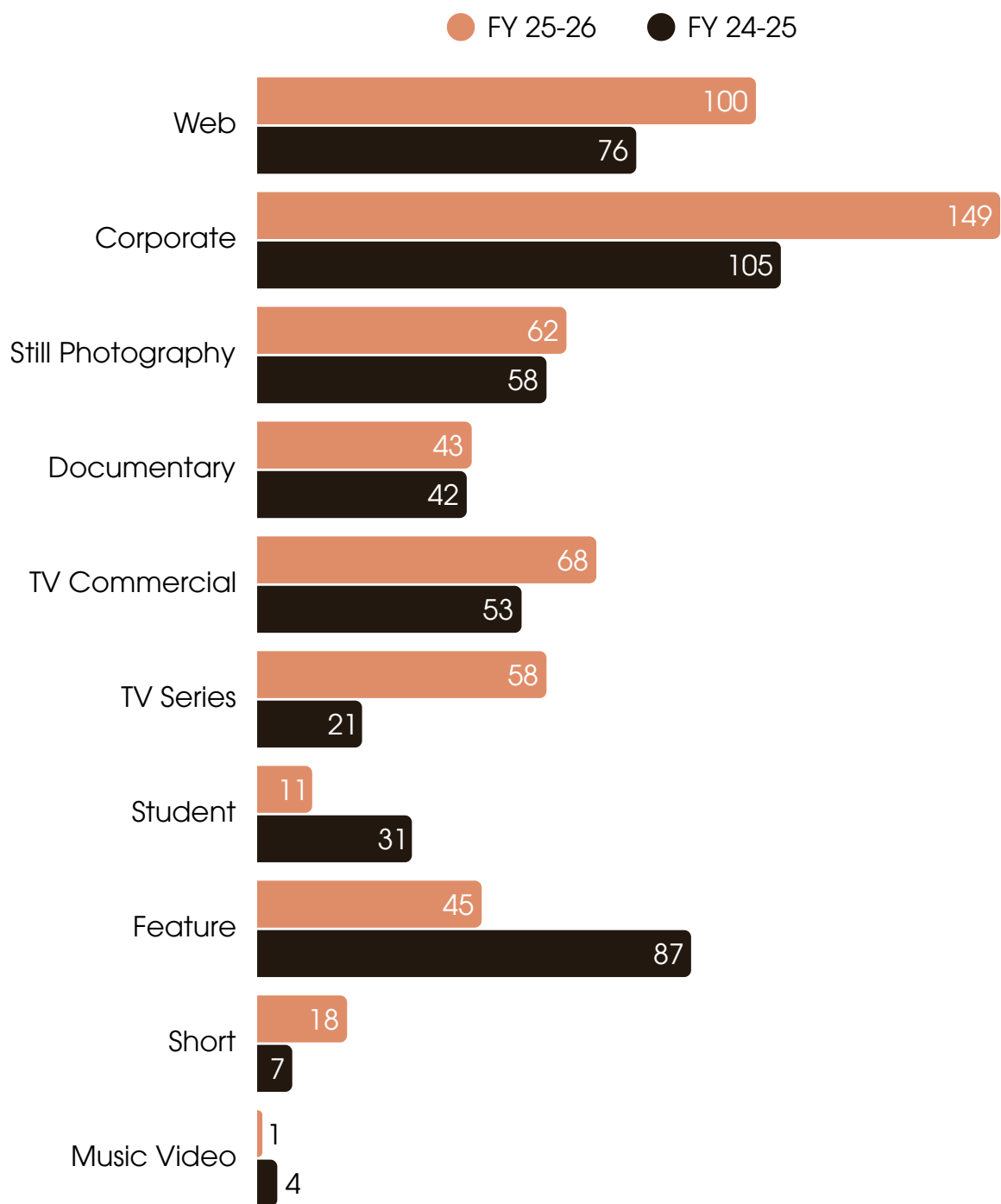
NUMBER OF PRODUCTIONS AND SHOOT DAYS



TOTAL BY PRODUCTION TYPE



SHOOT DAYS BY TYPE OF PRODUCTION



NUMBER OF PRODUCTIONS IN OTHER SF JURISDICTIONS

RECREATION & PARKS DEPARTMENT	152
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GOLDEN GATE NATIONAL RECREATION AREA	9
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THE PRESIDIO TRUST	17
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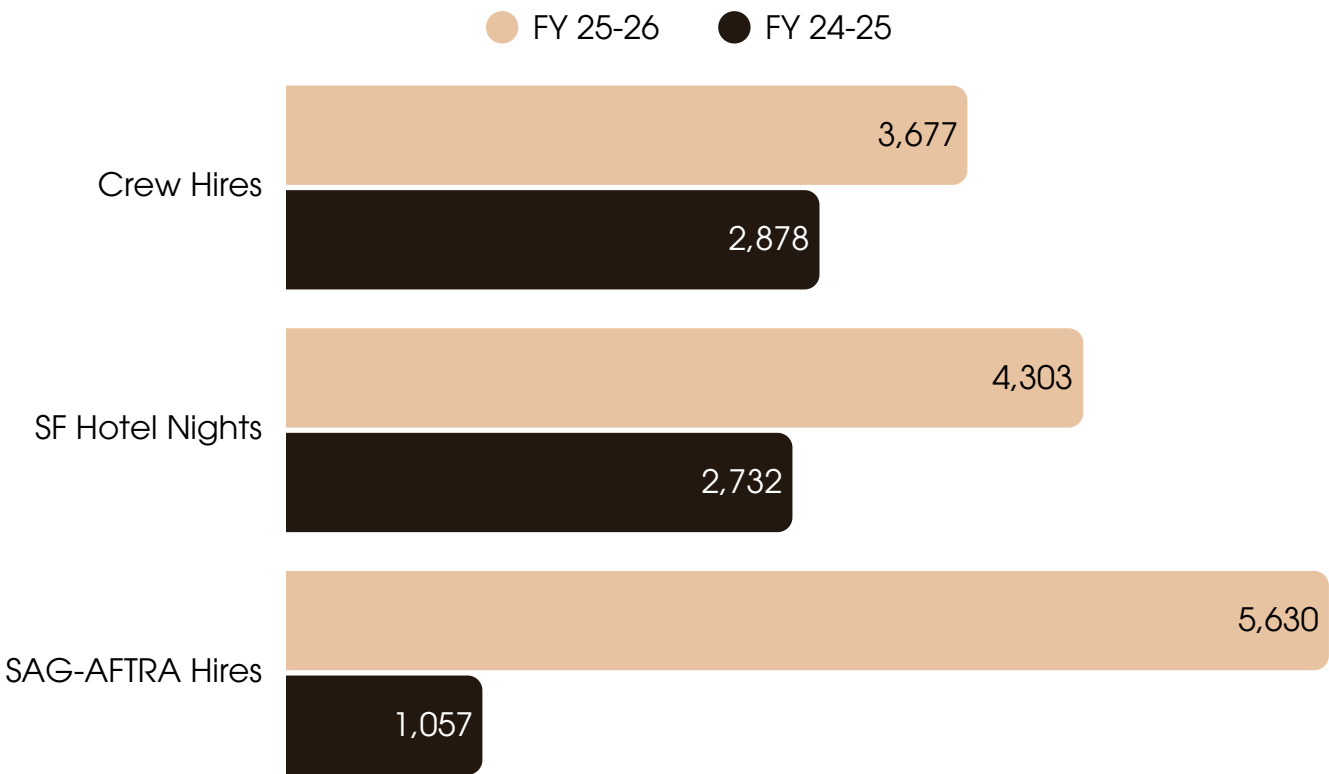
TREASURE ISLAND DEVELOPMENT AUTHORITY	11
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GOLDEN GATE BRIDGE, HIGHWAY & TRANSPORTATION DISTRICT	15
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CALIFORNIA FILM COMMISSION	2
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SFO SAN FRANCISCO INTERNATIONAL AIRPORT	37
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ESTIMATED TOTAL NUMBER OF CREW HIRES, SF HOTEL NIGHTS AND LOCAL SAG-AFTRA HIRES



NOTABLE PRODUCTIONS

We're thrilled to highlight some of the productions that filmed in San Francisco!

FEATURE FILMS

Voicemails for Isabelle

Voicemails for Isabelle

Written by: Leah McKendrick
Directed by: Leah McKendrick
Starring: Zoey Deutch, Nick Robinson, Harry Shum Jr.

Artificial

Artificial

Written by: Simon Rich
Directed by: Luca Guadagnino
Starring: Andrew Garfield, Monica Barbaro, Chris O'Dowd, Yura Borisov, Ike Barinholtz, Cooper Hoffman, Jason Schwartzman, Billie Lourd, Mark Rylance

Deep Cuts

Deep Cuts

Written by: Holly Brickley (novel), Sean Durkin (screenplay)
Directed by: Sean Durkin
Starring: Cailee Spaeny, Drew Starkey, Abubakr Ali, Quintessa Swindell, Jennifer Jason Leigh, Ariela Barer, Gaby Hoffmann

The Steel Harp

The Steel Harp

Written by: Kelly O'Sullivan
Directed by: Kelly O'Sullivan, Alex Thompson
Starring: Cherry Jones, Kelly O'Sullivan, Lois Smith, Reed Birney

Mr. Obsolete

Mr. Obsolete

Written by: Peter Ruocco
Directed by: Peter Ruocco
Starring: Zac Jaffee, Erica Mae McNeal

Believe in SF

Believe in SF

Written by: Nate Houghteling
Directed by: Joe Talbot
Starring: Stephen Curry, Joe Montana, Francis Ford Coppola, Dave Eggers, Larry June, Dominique Crenn, Mayor Daniel Lurie, Mayor Willie Brown, Chris Columbus, Roman Coppola, Kayla Thornton, Rocky Rivera, and others; narrated by Peter Coyote

ADDITIONAL PRODUCTIONS



FILM SF STAFF & COMMISSIONERS

Meet the people behind the scenes at Film SF. We are a small and dedicated team who share a love of San Francisco and a commitment to supporting the people who make films here. Our backgrounds span City government, arts and culture, production, nonprofits, and the local film community. Together, we work to make San Francisco a welcoming place to film and a stronger home for storytellers. Below, each team member shares a favorite film made in San Francisco - a reminder of the stories and places that inspire our work.

FILM SF STAFF



Manijeh Fata,
Executive Director
Vertigo, Mrs. Doubtfire



Sofia Alicastro,
Deputy Director
The Princess Diaries



Mark Hogains,
Production Manager
The Sweetest Thing, The Joy Luck Club



Ismael Castillo,
Senior Production Coordinator
Harold and Maude, The Diary of a Teenage Girl



Zoe Halsne,
Senior Production Coordinator and Commission Secretary
Mrs. Doubtfire

INTERNS



Allie Aardema
Groove



Diana Advani
Just Like Heaven



Anacani Serrato
Homeward Bound 2, The Conversation

FILM COMMISSIONERS

The San Francisco Film Commission consists of **11 commissioners** appointed by the Mayor, representing a wide range of experience across film, labor, business, arts, media, and community organizations. The Commission provides guidance, advocacy, and industry perspective while helping advance Film SF's mission and strengthen San Francisco's reputation as a filming destination. Get to know the commissioners and the San Francisco films that left a lasting impression.



Jack S. Song, Vice President/President*, Partner, Producer, Filpbird Films Founder, 0 2 1 Strategy
Milk, The Wedding Planner



Tony Delorio, Vice President, Principal officer of Teamsters local 665
Mrs. Doubtfire, The Rock



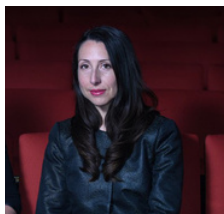
Jim Beaumonte, Commissioner Business Agent IATSE Local 16
Nash Bridges



Claudine Cheng, Commissioner Attorney
The Joy Luck Club



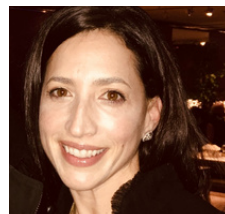
Franco Finn, Commissioner Alaska Airlines - Community & Activations; Franco Finn Productions, LLC Media/Talent Professional/ Professional Auctioneer *The Rock*



Kate Goldstein-Breyer, Commissioner Co-Executive Director, City Arts & Lectures
Vertigo



Roberto Hernandez, Commissioner, CEO - Cultura y Arte Nativas de Las Americas "CANA"
La Mission



Erin Kahn, Commissioner, Studio Manager, Epic Games
Pursuit of Happyness, Harold and Maude, Mrs. Doubtfire, The Rock



Shadi Kaileh, Commissioner, Council at EMPIRE
The Rock



Jonathan Moscone, Commissioner Theater Director
Invasion of the Body Snatchers



Devanshu Patel, Commissioner
The Conversation, Star Trek IV, Sneakers, and The Joy Luck Club



Carolyn Tyler, Commissioner Retired journalist, KGO-TV/ABC7
The Last Black Man in San Francisco



Villy Wang, President* Founder and CEO of BAYCAT *Always Be My Maybe, The Last Black Man in San Francisco*
(Retired December 31, 2025)

LOOKING AHEAD



Film SF staff and Film Commissioners at a Film Commission meeting. Photo courtesy of Film SF.

This year marks an important milestone for filmmaking in San Francisco. With the modernization of the *Scene in San Francisco* Incentive Program and the merger of Film SF | San Francisco Film Commission with the San Francisco Arts Commission and Grants for the Arts, our city has doubled down its commitment to one of San Francisco's longstanding creative industries. The updated incentive is an investment in the local workforce, neighborhood businesses, and creative economy that has shaped San Francisco for generations.

But our work doesn't stop at the city limits. Film SF is proud to partner with the California Film Commission, the Film Liaisons in California Statewide (FLICS) network, and film offices and commissions across the state to strengthen California's position as a premier destination for production. We know that a thriving film industry benefits every region, and when productions choose California, San Francisco is proud to be part of that success.

That work is only possible because of an extraordinary network of partners. We are grateful to our Film Commission, City departments, elected officials, labor unions, arts and cultural organizations, educational institutions, neighborhood groups, local businesses, and the many production professionals whose expertise and collaboration make filming possible every day. Together, we are building an ecosystem that supports storytellers at every stage— from emerging independent filmmakers to major studio productions.

Film connects San Francisco's creative spirit with economic opportunity. Every production supports local jobs, invests in small businesses, showcases our neighborhoods, and strengthens the cultural identity that makes our city unlike anywhere else in the world.

As we look ahead, we remain optimistic about San Francisco's future and the future of California's film industry. Film SF | San Francisco Film Commission will continue to advocate for smart public policy and champion the people who make this work possible. San Francisco will remain one of the world's most inspiring places to create, and California will continue to lead the global entertainment industry.

In partnership,

Manijeh Fata

Executive Director, Film SF
San Francisco Film Commission

Jack Song

President
San Francisco Film Commission



The Painted Ladies. Photo courtesy of SF Travel.

Phone
415-554-6241

Email: film@sfgov.org
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