

## VIRGINIA FILM OFFICE 1997 Year-end Activity Report

**RICHMOND, Va.** --- Governor James S. Gilmore, III announced today the economic figures relating to the film and video production industries in Virginia. Revenues from film and video production in 1997 totaled \$60,996,082, which a substantial increase over the figure of \$32,101,697 reported in 1996. This growth comes from increased revenues reported by in-state film and video production companies who continue to grow and thrive in the Commonwealth.

Companies such as *Henninger Video* and *Henninger Media* in Northern Virginia and Richmond, *New Dominion Pictures* in Virginia Beach and *In Your Ear* in Richmond, to name just a few, have reported significant income amounts in this year's report. Virginia's "high tech" industries are experiencing explosive growth and Virginia is becoming a leader in the areas of multi-media, animation and web broadcasts, all growth segments of the entertainment industries.

Project Type	Number of Announcements	Total Revenues
Commercials	1003	\$5,978,820
Corporate	689	\$10,574,715
Documentaries	77	\$ 5,610,077
Films	27	\$8,286,300
Television	304	\$14,276,170
Other		\$16,270,000
<b>GRAND TOTAL</b>	<b>2100</b>	<b>\$60,996,082</b>

Several feature and television films were shot throughout the state this year. These included *Virus*, (Universal studios starring Jamie Lee Curtis, Donald Sutherland, and William Baldwin) shot in Newport News and Hampton; *Deep Impact* (DreamWorks SKG starring Elijah Wood, Tea Leone and Robert Duvall) shot partly in Roslyn and Manassas; *The Day Lincoln was Shot* (Turner Network Television starring Rob Morrow and Lance Henriksen), *Love-Struck* (The Family Channel starring Suzanne Somers, Cynthia Gibb and Costas Mandylor) and *The Love Letter* (Hallmark Hall of Fame starring Campbell Scott and Jennifer Jason Leigh).

Virginia also saw numerous smaller independent feature film projects made in the state including *Effigy* shot in Richmond, *Reflection Free* shot in Charlottesville, *Lucid Days* and *Buttercrack* both shot in Northern Virginia. Hampton Roads also was the location choice for numerous student films shot by Regent University film students

The Hampton Roads area also saw a great increase in television production through the success of New Dominion Pictures' two cable series *Ghost Stories* and *New Detectives*, both of which have been renewed for next season.

Examples of some of the documentaries shot in the state this year included *US Presidents* for PBS, *The Great Wallendas* for A & E, *The Wright Brothers* for PBS and *Africans in*

*America* for WGBH in Boston. MTV returned on two occasions, and the QVC Shopping network made it's third trip to Virginia as part of its *The Quest for America* segment. Major commercial projects included five spots for GMC trucks, and several Virginia Lottery commercials. The Commonwealth saw an increase in the production of national catalogues and print ads, with catalogues for Johnny Appleseed, Abecrombe and Fitch and Tse Cashmere being shot throughout the state, including print ads for the late fashion designer Gianni Versace.

New Millennium Studios, established in Petersburg under the leadership of Tim Reid and his wife Daphne Maxwell Reid opened its doors in 1997 and is a home to a replica of the facade of the Lincoln White House and an Oval Office set. Studio 8 began operation in Virginia Beach this year in the former home of the Christian Broadcasting Network. Both studios feature well-equipped soundstages and post-production capabilities. Virginia's efforts to grow its film and video industries have long been hampered by the lack of adequate studio space and these two facilities will have a significant impact on future production.

The statewide breakdown of production income by region was: The Central Region- \$10,387,000; Hampton Roads - \$24,386,381; Northern Virginia - \$25,124,001; Southwest and Shenandoah Region- \$1,098,700.

When reporting this type of data, economists indicate that the economic benefit to any given state or community is much higher than the revenue actual figures represent, due to a "ripple effect" of spending in an area where a company is doing business. In a report by economist David Friedman for the Alliance of Motion Picture and Television Producers, he stated that the economic multiplier for the entertainment industry should be 2.12%. In applying the economic multiplier to 1998's figure of \$60,996,082 the total economic impact of film and video production in the state is thereby \$129,311,694.

NOTE: Data for this report is based on information compiled by the Virginia Film Office. Data is acquired through surveying production companies, both within the state, and nationwide. Data is also received from local and regional agencies which are involved in this industry, including such agencies as economic development, convention and visitors bureaus and tourism.

The Virginia Film Office is a division of the Virginia Tourism Corporation, an affiliate of the Virginia Economic Development Partnership.

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