



Virginia Film Office Announces 2009 Economic Impact Numbers

Virginia Film Office
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RICHMOND – The Virginia Film Office today announced the 2009 direct and indirect impact of Virginia’s motion picture and video production industry was \$346 million, representing 2,701 jobs for the state.

Speaking about the announcement Virginia Tourism Corporation President and CEO Alisa Bailey said, “Virginia’s film industry is an important part of the state’s economy and film production is an important industry in the state, providing jobs and opportunities for Virginians.”

Film production can be found throughout the state. In 2009, the largest portion of the industry was located in Northern Virginia which had a total economic impact of \$174 million and 1,275 jobs. The Hampton Roads area was second with an impact of \$38.5 million and 328 jobs. Central Virginia followed with a \$22.6 million impact and 190 jobs and the remainder of the state had a \$9 million impact and 74 jobs.

The \$346 economic impact numbers represented a small decrease from 2008 when the industry impact was \$378 million. Reasons for the decrease include the decline in the economy and the increase of tax credits and other financial incentives currently are offered by more than 40 states. As part of the Governor’s Jobs and Opportunities initiative in 2010, the Virginia legislature enacted the state’s largest incentive program for film production.

In 2009, many reality television productions came to the state including *Eish Safari: Survivor Dubai*, a unique reality show from Dubai featuring young people in a series of challenges. The show was shot in Hampton Roads as was *Tanner’s Point* a reality-inspired television movie. Several cable television channels were in the state including A & E with *Hoarders*, The History Channel with *Secrets of the Founding Fathers*, the Discovery Channel with *Capture and Rescue of the USS Alabama*, PBS with *Hannah Help Me*, the Food Network with *Throwdown with Bobby Flay: Pad Thai* and National Geographic with *Twin*. Commercials that shot in the state include Walmart, Virginia Lottery, Subaru and Smithfield Foods.

This economic data is from a report by Mangum Economic Consulting prepared for the Virginia Film Office with cooperation by the Virginia Employment Commission.

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