

**Featured In
This Issue:**

**FLICS Media Relations
Director —
Richard McMillan**

**Fresno County
Film Commission**

**Sacramento
Film Commission**

**San Mateo County
Film Commission**

Chairman's Note

**FLICS Announce Richard McMillan As
Media Relations Director**

FLICS is a consortium of nearly four dozen California film commissions and offices dedicated to promoting commercial filming in California and preserving the local economic benefits created by the entertainment industry. The selection was announced this week on behalf of FLICS' nine-member Board of Directors.

A key focus for McMillan will be directing media attention to the vital role location professionals play in the production of film, television and other entertainment industry platforms as well as highlighting the partnership between FLICS and the location industry. He will also work with the organization's membership to emphasize the positive contributions of FLICS members to the economic well-being of their respective areas.

McMillan is a long-time location professional with an advanced university degree in Journalism and Public Communications from the University of South Carolina . His practical experi-



FLICS Media Relations Director
Richard McMillan

ence includes both broadcast and print journalism. While a graduate student he taught journalism at the college level before beginning a 12-year career as a reporter, writer, editor, photo journalist and feature article writer. In addition McMillan was recruited by the Associated Press upon college graduation as an AP correspondent with the White House press corps in Washington DC .

Among his levels of experience in the public communications field, McMillan was selected as the Director of Public Relations for the city of North Charleston , South Carolina a position in which he served for two years. He is a Navy veteran having served on the communications staff of the Admiral for the U.S. sixth fleet aboard an aircraft carrier.

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Did you know?

- FLICS consists of 44 different film offices in California.
- FLICS sponsors the annual COLA awards.
- FLICS offices have up-to-date permit and contact information for their area.

Chairman's Note:

**Jerry Day, Tuolumne County Film Commissioner
Chairman, FLICS**

Spring has sprung, and for many of us it couldn't come any sooner. Better weather typically means more filming opportunities and our 45 member film commissions are, as always, ready to serve.

Our newsletter may have taken the winter off, but our members sure didn't. Winter is

all about creating new marketing materials, refreshing location libraries, updating crew lists, and improving resources such as our own websites. Now would be a good time to check out the California Film Commission's library tool CinemaScout for the latest images.

Around here winter also has come to mean the California-Only trade show. This February we held our third one of these, and I can safely say it surpassed all expectations. We have many to thank for this—

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Fresno County

Gigi Gibbs, Film Commissioner

Kristi Johnson, Associate Film Commissioner

With over 6000 square miles, Fresno County covers a lot of diverse territory. Fresno County is home to a wide range of locations from the scenic Sierra Nevada to the rich agricultural fields of the valley floor. Fresno County's natural attractions include granite, lakes, rivers, forests, parks and trails. The county's agriculture offerings include over 360 different crop varieties with orchards, vineyards, fields, ranches, and dairies.

Fresno County is home to 15 cities and dozens of small communities, from the urban landscape of Fresno to the small city old-fashioned main streets, to the country towns built around agriculture or mountain life. From turn of the century historic architecture, to the ultra modern Fresno City Hall, almost every neighborhood and era is represented in Fresno County.

With the diverse landscapes in Fresno County come some very unique film friendly locations, including an isolated WWII Army Air Base, a secluded tunnel in the side of a mountain, pristine privately owned forest and alpine lake, mysterious underground tunnel and chambers, and unexpected fields of sugar cane and specialty southeast Asian crops.

Fresno County takes pride in being film friendly from with free 24/7 location assistance, no film permit fees, no occupancy/hotel tax in Fresno County (outside of city limits), no improvement district fees, free and low cost county owned locations (as well as many locations in Fresno County cities), 300 days of sunshine, a searchable online photo library and production data-

Fresno County includes: Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, Sanger, Selma & Shaver Lake. Please visit our website or contact us:

www.FilmFresno.com

(559)262-4271 (off) – (559)230-9377 (cell)

kgjohnson@co.fresno.ca.us or
ggibbs@co.fresno.ca.us

base, and an established countywide film commission (with over 100 years combined experience in Fresno County).

Fresno County is only 3 hours from Los Angeles or San Francisco and provides easy access including the convenience of the Fresno Yosemite International Airport (FYI).

The Fresno County Film Commission is available to provide assistance with location scouting and as a liaison with local businesses, government and regulatory agencies. The Fresno County Film Commission can also provide information on local lodging, catering and other service providers including partner hotels offering "film commission" rates. With no-cost to low-cost logistical permits, affordable locations, agreeable property owners, and old fashioned hospitality – Fresno County would love to host your next production.



Photos Courtesy of
Fresno County Film
Commission

Sacramento

Lucy Steffens, Film Commissioner

Sacramento is rarely portrayed as Sacramento, but that's not a negative. One exception is *"The Mentalist."* The show's fictional California Bureau of Investigation is headquartered in Sacramento and the full cast and crew filmed here in 2009, capturing the State Capitol and various downtown locales.

Sacramento is mostly Anytown or Anywhere, USA. Diverse terrain and distinct seasons made the region a stand-in for Harrisburg, PA in *"Lucky Numbers"* and the American South in *"What's Love Got to Do with It"* and *"Life."* *"The Adventures of Rocky & Bullwinkle"* and *"Almost Famous"* were set in the Midwest, but filmed in rural areas around Sacramento. *"Memoirs of a Geisha"* filmed in Old Sacramento's historic passenger station which stood in for a rural train station in Japan.

"Big Love" used Sacramento as a base while filming a cross country road trip in the surrounding area with its wide open spaces and varied terrain.

The California State Capitol has stood in for the Idaho Capitol in *"Second Civil War,"* the Alabama Capitol in *"George Wallace"* and the 1890s White House in *"Dr. Quinn, Medicine Woman."*

Sacramento Locations:

Old Sacramento Historic Area (1850s-1870s) **
Paddle Wheeler ** Historic Railroad Equipment ** Rural Chinese Town **
Two Rivers ** Bridges ** Rolling Foothills **
Flat Farmland ** Rice Paddies ** Palm Trees **
Fall Foliage ** Vineyards **
Diverse Architecture ** Historic Fort

Lucy Steffens

916-808-5553

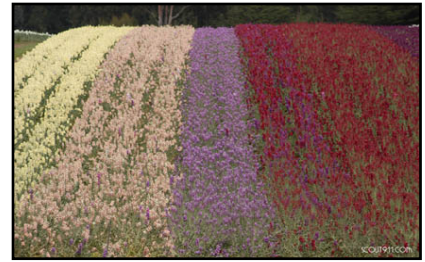
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San Mateo County Film Commission

Brena Bailey, Film Commissioner

Photos Courtesy of San Mateo Film Commission



Location, Location, Location

With the diversity of breathtaking San Francisco Bay and Pacific Coast vistas, picturesque lighthouses, scenic country roads and towns, giant redwoods, magnificent mansions with romantic gardens, and city scenes, San Mateo County truly has it all and we will help you find it!

Graced with an abundance of both natural scenic beauty and the excitement of cosmopolitan communities, we are easily accessible, with San Francisco International Airport in our backyard. Our Film Commission's film friendly "can do" attitude will assist you in making your stay in San Mateo County a successful production experience.

San Mateo County abounds with unique scenery and backdrops which make it a very desirable filming location for large film projects, independent films, documentaries, TV shows, music videos, commercials, and still shoots. Our coast side's rugged landscape and dramatic vistas have proven to be huge attractions for all kinds of filming, large

and small. Our county has been a "main attraction" in numerous major productions and most makes of cars and motorcycles have been shot on our country roads, in our old growth redwood forests and city streets with San Francisco Bay or the Pacific Coast as backdrops.

With support from the San Mateo County Film Commission, San Mateo County continues to be a popular filming location. Among the well known projects: "Nine Months", "Dangerous Minds", "The Rock", "The Game", "Flubber", "Copycat", "Bicentennial Man", "What Dreams May Come", "The Wedding Planner", "The Matrix Reloaded", "Sweet November" and "Bandits".

Additional locations on the coast side hosted "American Wedding", "The House of Sand and Fog" and "Memoirs of a Geisha," directed Rob Marshall. The area's rugged and untamed landscape served perfectly as a Japanese fishing village or the Great Lakes of Illinois.

Filoli Estate was the location for the movie version of Broadway's hit musical "Rent" and the beautiful mansion and gardens served as locations for the popular TV series "Dynasty" and numerous films such as "The Wedding Planner," "Stigmata," "What Dreams May Come," "The Game," "George of the Jungle," "Lolita," "The Joy Luck Club," and "Dying Young," together with many commercial and still film shoots, as well.

San Mateo County Film Commission

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www.FilmSanMateoCounty.com

We are featured on the Web!

www.FilmCalifornia.com



FLICS

Film Liaisons In California
Statewide

www.FilmCalifornia.com

www.Film.Ca.Gov

www.LocationMangers.org

Questions or comments on this
newsletter? Please contact Charla Teeters,
Film Commissioner for Imperial County,
at 760.337.4155 or
Charla@FilmImperialCounty.com

California On Location

Chairman's Note

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... including all of you who attended– but I'd like to point out three:

- * Our host, 2000 Avenue of the Stars, led by the amazing Cindy Giordano
- * Our many sponsors, particularly the good folks at UPS
- * The LMGA, which we were glad to have aboard

And now we turn our attention to the trade show we share with the rest of the world, AFCI Locations. Several FLICS members will have their own booths at the show, while many of use will join with the CFC in a five-booth section. We hope you'll meet all of us in and around the California pavilion. It's in the back of the room, where all the cool kids hang. Hope to see you there!

Jerry Day

Chairman, Film Liaisons in California, Statewide (FLICS)

FLICS Media Relations Director

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.... Relocating to Los Angeles, Richard became involved in the motion picture industry where he has worked for more than 15 years as a location manager.

McMillan is a founding board member of the Location Managers Guild of America and has periodically served as the press liaison for the Guild since January 2004. He enjoys close and trusted relationships with news and media professionals throughout the state, many of whom look to McMillan as a valuable source of information in regard to the location side of the entertainment production industry.

His previous experience with FLICS includes an instrumental role in the success of the Annual California on Location Awards Media Luncheon.

FLICS is a network of regional film offices and commissions that work cooperatively with the California Film Commission to retain, attract and facilitate feature film, television commercial and print media production in California. FLICS welcomes project inquiries and offer variety of services to help expedite and assist productions.

The 16th Annual California On Location Awards will be held at the
Beverly Hilton Sunday, October 24, 2010.