

LIVERMORE
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Celebrate Enterprise

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PRESS RELEASE

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LIVERMORE VALLEY FILM COMMISSION SUCCEEDS IN BRINGING PRODUCTIONS TO AREA

October 1, 2008, Livermore, CA - The Livermore Valley Film Commission, formed three years ago to promote filming in Livermore, has added Pleasanton and Dublin to its scope, according to Dale Eldridge Kaye, Film Office Director. The Film Commission works with production companies and location scouts to bring commercials, corporate videos, and feature film production to the area to foster economic development.

Offering a wide range of desirable locations, plus expertise in production, the Film Commission has been very successful in marketing the Livermore Valley. Hosting several productions a month, and using locations from ranches to offices to private homes, the Commission is gaining a following of production companies anxious to film here. The addition of Dublin and Pleasanton offers the opportunity to promote a wide range of locations. Having all the locations a production company may need in close proximity to each other helps them save money and time with minimal travel between sets. The commission already has earned a great reputation and veteran location scout Wilson Wu calls it one of the most effective film offices in Northern California.

Embraced by Livermore Mayor Marshall Kamena and Alameda County Supervisor early on the film commission was made possible by a grant from Chevron (<http://www.chevron.com>). Considered a "green" business in many ways, filming comes to an area quickly, purchases supplies, uses lodging, pays location fees, and leaves the area better than when they arrived. Their small

footprint plus the amount of money dropped while here make them a desirable business to attract.

The cooperation the three cities' government has been vital to the growth of the Film Commission's influence with film companies. Knowing that with the assistance of the Commission, a production on a short turn-around can get the permits and permissions needed from the three cities and the county quickly and efficiently often is the decisive factor in choosing a location. Residents and the business community have also been very supportive, and not only reap the financial benefits of a production in the area, but enjoy the excitement it brings.

The Film Commission, as part of the Livermore Chamber of Commerce, is also represented on the Chamber's newly designed Web site. The locations library will be instrumental in piquing the interest of location scouts. Showing a broad representation of the variety of locations available, the site will show those making the proposals regarding where they will film that they can find whatever they need, all in the Tri-Valley. The Commission is in constant contact with the decision makers, and works closely with them to make sure all their production needs are met. The commission is staffed by veteran film commissioner Dale Eldridge Kaye who worked previously for both Florida and Tennessee State Film offices and also produced movies in Los Angeles as well as Jeanie Haigh, a noted photographer with a firm grasp of what the area has to offer.

For more information on the Livermore Valley Film Commission, visit <http://www.livermorechamber.org>, or call 925-447-1606.

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