

CITY OF YUBA CITY
STAFF REPORT

Date: January 18, 2022
To: Honorable Mayor & Members of the City Council
From: Administration Department
Presentation By: George Barlow, Management Analyst

Summary

Subject: Community Sponsorship Request - Film Yuba Sutter
Recommendation: Consider a monetary Sponsorship request from Yuba Sutter Chamber of Commerce of \$6,250.00 to assist in funding the Film Yuba-Sutter Film Commission
Fiscal Impact: Monetary sponsorship in the amount of \$6,250.00

Council's Strategic Goal:

This Community Sponsorship will benefit the overarching strategic goal of quality of life and help with advancing fiscal responsibility.

Purpose:

Film Yuba-Sutter is an organization intended to attract and support the film industry in the Yuba-Sutter Community. A Film Commission such as Film Yuba-Sutter is a one-stop resource for film, TV, and commercial production. Film Yuba-Sutter is being established to attract production to the Yuba and Sutter communities.

Background:

Film Yuba-Sutter will provide tremendous opportunities for Yuba-Sutter. The tax revenue that can be generated through local production activities can be significant.

Location film production has a widespread economic impact that can benefit our entire community. Each location shoot means local jobs for camera operators, sound and lighting technicians, electricians, caterers, plumbers, carpenters, animal trainers, truck drivers, makeup artists, graphic artists, photographers, hairdressers, set designers, and production assistants. These location dollars are spent on hardware, props, film, photo development, plants, paint, lumber, cleaners, furniture, portable toilets, generators, clothing, entertainment, food, lodging, and gasoline.

The Chamber of Commerce has been working closely with a dedicated committee with representation and support from Yuba-Sutter Arts & Culture and Conejo Bros., Media along with several film industry experts, including Film Shasta, Film Commissioner, Sabrina Jurisich, who has been instrumental in

providing guidance on the formation of Film Yuba-Sutter.

Next steps and Timeline once all funding is secured:

- **January 2022:** Establish a formal Film Commission Committee to meet quarterly, which will include a representative from each investor entity as well as film industry experts and local business and non-profit organization representatives.

The purpose/mission of the Film Yuba-Sutter committee: To contribute to economic development in Yuba and Sutter counties by promoting and supporting film and video production and other film-related activities.

- **January 2022:** Secure a consultant to assist in launching Film Yuba-Sutter.
- **January 2022 – May 2022:** Website design and build.
 1. This will include cataloging Yuba-Sutter amenities, locations, vendors, jobs, etc.
- **January 2022:** Create social media platforms, including but not limited to Facebook and Instagram.
- **March 2022:** Initiate process for county/ city designation: Establishing a model filmmaking process ordinance.
- **By July 2022:** Establish memberships and affiliations with the following groups:
 1. Film Liaisons in CA Statewide (FLICS)
 2. California Film Commission
- **By December 2022:** Attend up to 2 tradeshows to promote filming in Yuba-Sutter.

Estimated Revenues	
Yuba City - Requesting	\$6,250.00
Marysville - Committed	\$6,250.00
Yuba County - Paid	\$6,250.00
Sutter County – Contingent on support from YC, Marysville and Yuba County	\$6,250.00
Live Oak – year 2	\$0.00
Wheatland – year 2	\$0.00
Yuba Sutter Lodging Association - Committed	\$25,000.00
Total Revenue	\$50,000.00

Estimated Expenses	
Staffing	\$0.00
Consultation	\$15,000.00
Affiliations/Meetings	\$2,000.00
Conferences/Tradeshows	\$2,000.00
Website	\$15,000.00
Advertising	\$5,000.00
Travel/Mileage	\$1,000.00
Branding	\$5,000.00
Admin (rent, utilities, administration of the program, etc.)	\$5,000.00
Total Expenses	\$50,000.00

In the FY 21/22 budget, funds are available as follows:

Account Number	Description	Funding Available
4220-66010	Community Contributions	\$12,398
4220-66015	Community Events	\$5,000
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Attachments:

1. Resolution - Community Sponsorship Yuba Sutter Chamber of Commerce
2. Yuba Sutter Chamber of Commerce Sponsorship Application

Prepared By:
George Barlow
Management Analyst

Submitted By:
Diana Langley
City Manager

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY APPROVING A
COMMUNITY SPONSORSHIP FOR THE YUBA SUTTER CHAMBER OF COMMERCE FILM
YUBA-SUTTER FILM COMMISSION**

WHEREAS, The Yuba Sutter Chamber of Commerce, a 501(c)(3) non-profit organization, is establishing funding for the Film Yuba-Sutter, Film Commission; and,

WHEREAS, the Yuba Sutter Chamber of Commerce submitted a Community Sponsorship application requesting the funding assistance from the City of Yuba City; and

WHEREAS, the City Council of the City of Yuba City ("City Council") finds that the nonprofit organizations that serves an important public purpose to the community insofar as the public will receive some intrinsic cultural, economic, educational, or entertainment value from the event; and

WHEREAS, the City Council desires to assist in funding the Film Yuba-Sutter, Film Commission as other local agencies have committed to do; and

NOW, THEREFORE, the City Council of the City of Yuba City does hereby resolve as follows:

Section 1. That the City Council finds the above recitals true and correct.

Section 2. The City Council finds that The Yuba Sutter Chamber of Commerce Community Sponsorship request meets the criteria for consideration of the applicant as a nonprofit that services an important public purpose, and according approves the funding request of \$6,250.00 for the Yuba Sutter Chamber of Commerce, Film Yuba-Sutter Film Commission.

Section 3. This Resolution shall take effect immediately and that the City Clerk Administrator shall certify the adoption of this Resolution.

The foregoing Resolution of the City Council of the City of Yuba City is duly introduced, PASSED AND ADOPTED at a regular meeting thereof held on this 18th day of January, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Dave Shaw, Mayor

Ciara Wakefield, City Clerk Administrator

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon L. Chaffin, City Attorney

ATTACHMENT 2



COMMUNITY SPONSORSHIP APPLICATION FORM

Name of Organization _____ Non-Profit ID/ 501 C# _____

Address _____ City/State/Zip _____

Contact Person _____ Phone _____ Email _____

Organization Purpose/Mission _____

Type of Organization:

- Non-Profit (located or primarily serves residents within the City of Yuba City)
- Educational Institution
- Local business (located within City of Yuba City city limits)

Type of Event:

- Local Celebration
- Athletic
- Cultural
- Educational
- Fundraiser
- Entertainment
- Other _____

Event Name _____

Event Location _____

Event Date/Time _____

Expected Number of Participants _____

Open to the Public? Yes No

Please explain how your event meets one or more of the sponsorship criteria

- Boosts the local Yuba City economy: _____
below: _____

- Provides an opportunity to help build community, foster a sense of pride within our community, and engage our community: _____

- Contributes positively to the recognition and image of the City of Yuba City: _____

