

File No. 251225

Committee Item No. 5

Board Item No. 3

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date January 14, 2026

Board of Supervisors Meeting Date February 3, 2026

Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input type="checkbox"/>	<input type="checkbox"/>	Resolution
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ordinance
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Legislative Digest
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Budget and Legislative Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Youth Commission Report
<input type="checkbox"/>	<input type="checkbox"/>	Introduction Form
<input type="checkbox"/>	<input type="checkbox"/>	Department/Agency Cover Letter and/or Report
<input type="checkbox"/>	<input type="checkbox"/>	MOU
<input type="checkbox"/>	<input type="checkbox"/>	Grant Information Form
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<input type="checkbox"/>	<input type="checkbox"/>	Award Letter
<input type="checkbox"/>	<input type="checkbox"/>	Application
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Public Correspondence

OTHER (Use back side if additional space is needed)

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FYI Referral 12/15/2025</u>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Presidential Action Memo – Transfer RLS-BFC 12/16/2025</u>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Film Commission Presentation 1/14/2026</u>
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Completed by: Brent Jalipa Date January 8, 2026

Completed by: Brent Jalipa Date January 22, 2026

[Administrative Code - Film Commission Programs]

Ordinance amending the Administrative Code to expand the definition of tax exempt entities for use fees, updating the process for notification guidelines concerning film production activities that may cause parking or traffic obstructions, updating definitions for the film rebate program, updating the film rebate amounts, and authorizing the Executive Director to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Chapter 57 of the Administrative Code is hereby amended by revising Sections 57.5, 57.6, and 57.8, to read as follows:

SEC. 57.5. AUTHORIZATION TO ENTER INTO USE CONTRACTS AND COORDINATE CITY DEPARTMENTS REGARDING FILM COMPANIES; CONSENT OF RELEVANT DEPARTMENTS; COST RECOVERY; SIDEWALK CLOSURE AND POSTING.

* * * *

(c) **Schedule of Costs.** In addition to the reimbursement of City departments for the costs incurred by those departments in deploying personnel or equipment, the Film Commission may, consistent with Charter Section 2.109, charge daily use fees to film companies seeking to engage in film production. The use fees are as follows:

(1) Still photography: \$200 a day.

(2) A commercial, corporate media, industrial media, video, or web video: \$300 a day.

(3) A television series (each episode), web series (each episode), movie, pilot, short subject, or documentary:

(A) For a production with a budget of less than \$100,000: \$100 a day.

(B) For a production with a budget of \$100,000 to less than \$500,000: \$300 a day.

(C) For a production with a budget of \$500,000 or greater: \$500 a day.

~~Public service announcements.~~ Qualifying student productions, and productions created by or for entities that are tax-exempt under sections 501(c)(3), 501(c)4, or 501(c)(6) of the Internal Revenue Code are exempt from the above-listed use fees in accordance with the Film Commission's guidelines. The revenue generated by such use fees shall be deposited in the San Francisco Film Production Fund.

* * * *

SEC. 57.6. REQUIREMENTS FOR FILM COMPANIES.

* * * *

~~—(c) Notification of Filming Activities. If a film company filming under a use contract with the City for the use of City property or employees anticipates that its film production activities will cause a parking or traffic obstruction lasting for four consecutive hours or more, the film company shall, when feasible, at least 72 hours prior to the start of those production activities anticipated to cause a parking or traffic obstruction, provide notice as specified herein to affected residents and businesses of the anticipated parking or traffic obstruction. The 72 hour notice requirement under this subsection (c) shall not apply where prior notice is infeasible due to circumstances beyond the film production company's control or due to other unpredictable circumstances that interfere with the~~

1 ~~scheduled film production activities as specified in the Film Commission's Notification Guidelines~~
2 ~~referenced in subsection (d).~~

3 ~~—(1) The notice shall include the name of the film company; the date(s) and times of filming;~~
4 ~~a general description of the production activities and the anticipated parking or traffic obstruction they~~
5 ~~will cause; a local contact number for the film company; and contact information for the Film~~
6 ~~Commission and the Police Department.~~

7 ~~—(2) The film company may provide the notice through signs, leaflets, telephone calls, door-~~
8 ~~to-door canvassing, U.S. mail, and/or through the internet or other digital media, provided that any~~
9 ~~such notice shall be reasonably calculated to inform the affected residents and businesses of the~~
10 ~~anticipated parking or traffic obstruction.~~

11 ~~—(3) "Affected residents and businesses" to which the film company shall provide notice are~~
12 ~~those residents and businesses within 150 feet of the location of the anticipated parking or traffic~~
13 ~~obstruction.~~

14 ~~—(4) A "parking or traffic obstruction" triggering the notice requirement is a street closure;~~
15 ~~a significant delay in the flow of traffic; or any truck or other vehicle, including a trailer, or~~
16 ~~combination of trucks or other vehicles, occupying more than 3 parking spaces.~~

17 ~~—The film company may coordinate its notification efforts with those of the Executive~~
18 ~~Director or the Director's designee, if any. The notice required under this subsection (c) shall be in~~
19 ~~addition to any notice and signage requirements for film productions provided under City law,~~
20 ~~including Section 3.4 of the Transportation Code.~~

21 ~~(dc)~~ **Film Commission Notification Guidelines; *Report*.** The Film Commission
22 shall ~~establish~~maintain film production notification guidelines concerning film production activities,
23 including but not limited to activities that may cause parking or traffic obstructions ("Notification
24 Guidelines") ~~within 30 days of the effective date of this ordinance or as soon thereafter as possible at~~
25 ~~a regular meeting of the Commission,~~ and may amend such Notification Guidelines from time to

1 time. ~~The Notification Guidelines shall specify the types of unpredictable circumstances encountered at~~
2 ~~times by film production companies that would reasonably interfere with scheduled film production~~
3 ~~activities and render the notice under subsection (c) infeasible. The Executive Director of the Film~~
4 ~~Commission shall submit a copy of the Notification Guidelines to the Board of Supervisors on or before~~
5 ~~November 28, 2014.~~

6 **SEC. 57.8. FILM REBATE PROGRAM.**

7 * * * *

8 (b) **Definitions.** As used in this Section 57.8, the following terms shall have the
9 following meanings:

10 "City" means City and County of San Francisco.

11 "Executive Director" means the Executive Director of the Film Commission or the Executive
12 Director's designee.

13 "Pre-Production" means the process of customary preparation for physical production which
14 begins after a qualified film production has received a firm agreement of financial commitment. In this
15 context, "customary preparation" includes, but is not limited to, activities such as hiring key crew
16 members, scouting for locations, building sets, casting, and establishment of a dedicated production
17 office.

18 "Principal photography" means the time period and phase of film production during
19 which the main photography occurs, as distinguished from pre-production and post-production in
20 accordance with the Film Commission's guidelines.

21 "Post-Production" means the final activities in a qualified film production's creation including,
22 but not limited to, editing, foley recording, ADR, scoring, sound editing, negative cutting, color
23 correction, and sound mixing.

24 "Qualified film production" means:
25

1 (1) a feature-length film, documentary feature film, docudrama feature film,
2 television film, television pilot, "reality" program, or each episode of a television series or web
3 series, regardless of the medium used to create or convey it;

4 (2) a film production produced by a film company that has entered into a use contract
5 with the City and has a minimum of five principal photography days in the City;

6 (3) ~~that is created by~~ a film production ~~or produced by a production film~~ company that
7 expends at least \$500,000 in the City, provided that the film company provides receipts, invoices,
8 payroll records, time records, and other documentation of expenditures during pre-production,
9 principal photography, film production, and post-production. The Film Commission or its
10 representatives may audit such documentation ~~65 percent of the total principal photography days~~
11 ~~exclusively in the City; or~~

12 (4) a film production produced by a film company with a production office located in
13 the City, unless the film company determines that a physical production office in the City is not needed
14 for the film production.

15 Notwithstanding the foregoing, "Qualified film production" shall not includedoes not
16 mean:

17 (1) a news or current affairs program, interview or talk program, instructional film
18 or program, film or program consisting primarily of stock footage, sporting event or sporting
19 program, game show, award ceremony, film or program intended primarily for industrial,
20 corporate, or institutional end-users, fundraising film or program, commercials, or music
21 videos; or

22 (2) a production for which records are required under Title 18 United States
23 Code Section 2257, to be maintained with respect to any performer in such production.

24 "Qualified low-budget film production" means a qualified film production that feature-
25 length film, documentary film, docudrama film, television film, television pilot, "reality" program or

1 ~~each episode of a television series or web series, regardless of the medium used to create or convey it,~~
2 ~~that is created by a film or production company that expends at least 55 percent of the total principal~~
3 ~~photography days exclusively in the City and~~ has a total budget of no more than \$3,000,000 and
4 ~~expends at least \$250,000 in the City, provided that the film company provides receipts, invoices,~~
5 ~~payroll records, time records, and other documentation of expenditures during pre-production,~~
6 ~~principal photography, film production, and post-production. The Film Commission or its~~
7 ~~representatives may audit such documentation.~~ "Qualified low-budget film production" shall not
8 include:

9 (1) a news or current affairs program, interview or talk program, instructional film
10 or program, film or program consisting primarily of stock footage, sporting event or sporting
11 program, game show, award ceremony, film or program intended primarily for industrial,
12 corporate, or institutional end-users, fundraising film or program, commercials, or music
13 videos; or

14 (2) a production for which records are required under Title 18 United States
15 Code Section 2257, to be maintained with respect to any performer in such production.

16 "Qualified production cost," means the following expenses of a qualified low-budget
17 film production or a qualified film production if in accordance with the Film Commission's
18 guidelines:

19 ~~(1) Any taxes, with the exception of hotel or sales taxes, paid to the City, or any of its~~
20 ~~constituent departments, the proceeds of which are placed in the general fund;~~

21 ~~(12) Any moneys paid to the City, or any of its constituent departments~~ from the
22 film company or under a revenue sharing agreement, for the use of City property, equipment, or
23 employees ~~other than police services as described in Chapter 10B of this Administrative Code except~~
24 ~~as authorized in subsection (5) below;~~

1 (23) Any moneys paid to the City, or any of its constituent departments, for the
2 use of property leased by the City, or paid to a third-party property owner for the use of property
3 for film-related activities including, but not limited to, filming, editing, film production office space,
4 and stage space uses located in the City, if no suitable alternative City property is available;

5 (34) Any daily use fees charged by the Film Commission, pursuant to Section
6 57.5 of the Administrative Code, to engage in film production in the City; ~~and~~

7 (45) Police services as described in Chapter 10B of this Administrative Code,
8 ~~provided that such services do not exceed four police officers per day for a total of 12 hours maximum~~
9 ~~per day per officer.~~

10 (5) The hourly pay or salaries of City residents during pre-production through post-
11 production capped at \$100,000 per individual per project; or

12 (6) Production-related items, goods, or services purchased or rented from a business
13 with a location in the City.

14 (c) **Rebate Program.**

15 (1) **Allowance of Rebate.** A qualified low-budget film production or qualified film
16 production that pays qualified production costs shall be entitled to a rebate, to be calculated
17 as provided herein, provided that the qualified production provides film skills and training to San
18 Francisco residents pursuant to Film Commission guidelines and has entered into a first source
19 hiring agreement with the City that demonstrates good faith efforts to hire economically
20 disadvantaged individuals referred by the San Francisco Workforce Development System to
21 work for the qualified production. Good faith efforts shall include, at a minimum, consulting
22 with the First Source Hiring Administration ("FSHA") for the purpose of preparing a list of
23 positions for which individuals referred by the City might qualify, providing that list to the FSHA
24 at least two weeks prior to the first day of shooting, and documenting efforts to contact and
25 interview job candidates referred by the City to fill the positions listed. The film company must

1 provide on-screen credit to the City and promotional materials pursuant to Film Commission
2 guidelines.

3 **(2) Amount of Rebate.**

4 (A) As of July 1, 2015, the City shall ~~rebate~~ pay one dollar for each dollar of
5 allowable production costs to a the qualified low budget film production or qualified film
6 production ~~paid in qualified production costs~~; provided, however, the total amount of all rebate
7 payments to such productions shall not to exceed \$13,000,000 between July 1, 2015 and June 30,
8 2027; ~~provided that such~~ The Film Rebate Program shall expire on June 30, 2027, unless extended
9 by ordinance.

10 (B) Additionally, the total rebate payment for a single production shall may not
11 exceed \$~~600,000~~ \$1,000,000, each such production which may include up to 10% of the first
12 \$1,000,000 of fees paid for hourly pay or salaries and any item or service purchased or rented from a
13 business with a location in the City and up to 20% of such fees thereafter; up to 100% of fees paid to a
14 City department; and a percentage of fees paid to a third party property owner as determined by the
15 Film Commission's guidelines.

16 (C) No television series or web series shall may qualify for more than
17 \$~~600,000~~ \$1,000,000 in rebate payments per season.

18 (D) The rebates shall be paid from the project account that the Controller has
19 set aside for Film Rebate Program funds (the "Film Rebate Project Account"). The rebates
20 shall not be paid from funds dedicated under bond or other legal financing covenants.
21 Rebates paid under this Section 57.8 shall be paid only to those qualified low budget film
22 productions or qualified film productions whose filming commenced on or after January 1,
23 ~~2026 May 20, 2006~~. Rebates under the Scene in San Francisco Incentive Program are subject to
24 available appropriations and will be paid on a first-come, first-served basis upon submission of all
25 required documentation. The reasonable expenses of the Film Commission in connection with

1 administering the Rebate Program and reasonable marketing expenses to promote the
2 Rebate Program may be paid out of the Film Rebate Project Account 1.

3 (3) **Implementation.** After holding a public hearing, the Executive Director ~~of the~~
4 ~~Film Commission~~, in consultation with the Controller, shall promulgate rules and regulations to
5 establish the procedures for implementation of the Film Rebate Program. Such rules shall
6 include provisions describing the application process, the standards used to evaluate the
7 applications, the documentation that will be required to substantiate the amount of the rebate,
8 the appeal process, and any such other provisions as deemed necessary and appropriate to
9 carry out the Film Rebate Program.

10 (d) **Authority to Lease ~~Private~~ Property for Film Company Use.** Subject to the
11 Controller's certification of funds in the Film Rebate Project Account or other available funding
12 source ("Controller's Certification"), the Director of Property of the ~~Department~~Division of Real
13 Estate, in consultation with the Executive Director ~~of the Film Commission~~, shall have the
14 authority to lease property and sublease such property to film companies for film-related
15 activities including, but not limited to, filming, editing, film production office space, and stage
16 space uses ("Film Production Leases") when the Executive Director determines, in
17 consultation with the Director of Property, that no suitable alternative City property is
18 available. Notwithstanding any other provision of the Municipal Code, including Administrative
19 Code Sections 23.26 and 23.31, where a proposed Film Production Lease is for a year-to-
20 year or shorter tenancy and has received the Controller's Certification under this subsection
21 (d), the Director of Property may enter into such Film Production Lease, including any
22 corresponding sublease with a film company subtenant, regardless of whether the monthly
23 rent exceeds \$15,000, without action of the Board of Supervisors unless otherwise required by
24 the ~~City~~ Charter.

1 (e) **Annual Reports.** The Executive Director shall report annually to the Board of
2 Supervisors on the implementation of the Film Rebate Program. The report shall include a list
3 of each qualified low budget film production and qualified film production, residency of
4 employees, and the total of qualified production costs submitted and paid to each film
5 production. The Controller shall perform an annual assessment and review of the effect of the
6 Film Rebate Program. Based on such assessment and review, the Controller shall prepare
7 and submit an analysis to the Board of Supervisors. The analysis shall be based on criteria
8 deemed relevant by the Controller, and may include but is not limited to data contained in the
9 annual reports to the Board of Supervisors submitted by the Executive Director of the Film
10 Commission.

11 (f) **Expiration of Section.** The Film Rebate Program shall expire on June 30,
12 2028~~7~~, unless extended by ordinance. If the Film Rebate Program is not extended, the City
13 Attorney ~~shall~~ is authorized to cause this Section to be removed from the Administrative Code.

14
15 Section 2. Chapter 57 of the Administrative Code is hereby amended by adding
16 Section 57.10, to read as follows:

17 **SEC. 57.10. AUTHORIZATION TO ENTER INTO LICENSING AGREEMENTS FOR**
18 **FILM COMMISSION INTELLECTUAL PROPERTY.**

19 The Executive Director may enter into licensing agreements for the use of the Film SF logo and
20 other Film Commission trademarks on merchandise such as but not limited to hats, t-shirts, and coffee
21 mugs. The Executive Director may authorize the sale of such merchandise for a royalty fee based on
22 the industry standard for a particular item. The Executive Director may also enter into such licensing
23 agreements in exchange for merchandise to use in the Film Commission's philanthropic enterprises.

1 Section 3. Effective Date. This ordinance shall become effective 30 days after
2 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
3 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
4 of Supervisors overrides the Mayor's veto of the ordinance.

5
6 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
7 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
8 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
9 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
10 additions, and Board amendment deletions in accordance with the "Note" that appears under
11 the official title of the ordinance.

12
13
14 APPROVED AS TO FORM:
15 DAVID CHIU, City Attorney

16 By: /Lauren Curry/
17 LAUREN CURRY
18 Deputy City Attorney
19
20
21
22
23
24
25

LEGISLATIVE DIGEST

[Administrative Code - Film Commission Programs]

Ordinance amending the Administrative Code to expand the definition of tax exempt entities for use fees, updating the process for notification guidelines concerning film production activities that may cause parking or traffic obstructions, updating definitions for the film rebate program, updating the film rebate amounts, and authorizing the Executive Director to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

Existing Law

Currently, only entities that are tax-exempt under section 501(c)(3) of the Internal Revenue Code are exempt from use fees. The process for notification concerning film production activities that may cause parking or traffic obstructions are currently in the Administrative Code. And the Administrative Code does not define pre-production or post-production for purposes of the Film Rebate program.

The Administrative Code currently provides certain requirements for film productions to be eligible for the Film rebate program. And only allows film productions to receive a rebate for rent paid to the City, or any of its constituent departments, for the use of property leased by the City.

Currently, there is not a provision in the Administrative Code authorizing the Executive Director of the Film Commission to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

Amendments to Current Law

Under the proposed amendments, entities that are tax-exempt under Internal Revenue Code sections 501(c)4 and 501(c)(6) would be exempt from use fees. The proposed amendments would also move the notification process concerning film production activities that may cause parking or traffic obstructions from the Administrative Code to notification guidelines maintained by the Film Commission. And, the proposed amendments would include definitions of pre-production and post-production for purposes of the Film Rebate program.

The proposed amendments would update the requirements for film productions to be eligible for the Film rebate program in line with industry practice. The proposed amendments would also allow film productions to receive a rebate of a percentage of rent paid to a third-party

property owner used for film activities in the City as determined by the Film Commission's guidelines.

The proposed amendments would authorize the Executive Director of the Film Commission to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

Item 5
File 25-1225

Department: Film Commission

EXECUTIVE SUMMARY

Legislative Objectives

- The proposed ordinance amends Chapter 57 of the Administrative Code to modify the film rebate program by revising eligibility requirements, expanding eligible production costs, and increasing the maximum rebate per production. It also broadens tax-exempt status for the Film Commission to waive daily use fees, updates production notification requirements, and authorizes the Executive Director to enter into Film SF logo licensing agreements.

Key Points

- Since film rebate program's inception in 2006, 46 projects have participated. Collectively, these productions spent \$95 million locally, including \$26.2 million on local wages. In total, the City has provided \$7,644,672 in rebates. For every dollar the City rebated, participating productions generated approximately \$12.40 in local spending.
- According to our estimates, rebate costs would have been approximately 44 percent higher over the past five fiscal years under the rules of the proposed ordinance, increasing from \$1.4 million under current law to about \$2.0 million. Average annual costs would increase from approximately \$0.3 million under current rules to \$0.5 million under the proposed rules.

Fiscal Impact

- The Film Rebate Program is funded by the General Fund. As of December 2025, the fund has a remaining balance of \$1,993,51, no appropriation in FY 2025-26, and a \$600,000 transfer from the General Fund to support spending in FY 2026-27. Based on projected program costs, this remaining balance would be sufficient to fund program administration through the proposed expiration date of June 2027.

Policy Consideration

- The proposed ordinance would increase the maximum rebate amount per production from \$600,000 to \$1,000,000. The program may increase economic activity in San Francisco and enhance the City's reputation. For budgetary reasons, the Board of Supervisors may wish to consider maintaining the current cap or adopting a more modest increase.

Recommendation

- Approval of the proposed ordinance is a policy matter for the Board of Supervisors.

MANDATE STATEMENT

City Charter Section 2.205 states that all legislative acts shall be by ordinance, approved by a majority of the members of the Board of Supervisors.

BACKGROUND

Film Rebate Program

In 2006, the City established a film rebate program to encourage film production as a means of stimulating economic development and job creation. The program does this by reimbursing eligible productions \$1 for every \$1 of qualifying production costs. Exhibit 1 below summarizes program eligibility

Exhibit 1: Film Rebate Program Eligibility, Qualified Costs, and Rebate Structure

Category	Description
Eligibility	<ul style="list-style-type: none"> Must conduct 55 to 65 percent of total filming activity within the City.¹
Qualified Production Costs	<ul style="list-style-type: none"> Money paid to the city for the use of city property, equipment, or employees.²
Rebate	<ul style="list-style-type: none"> City pays \$1 for each \$1 the production paid of a qualified production cost (City fees and taxes). Maximum rebate of \$600,000 per film or per season of a series.

Source: Administrative Code Chapter 57

Since the program's inception, 46 projects have participated.³ Collectively, these productions spent \$95 million locally. This includes spending on local goods and services, such as hotels, equipment, and catering; and \$26.2 million on local wages. In total, the City has provided \$7,644,672 in rebates. For every dollar the City rebated, participating productions generated approximately \$12.40 in local spending.

Exhibit 2 summarizes program participation from FY 2007 through FY 2026, including the number of productions, total local spending, and rebates provided.

¹ Principal photography is defined as the time and phase of film production during which the main photography occurs. 55 percent of principal photography days applies to low-budget film productions with a budget of \$3,000,000 or less.

² Qualified production costs include taxes (except sales and hotel), any fees paid to any City department, and daily use fees charged by the film commission. Police services cannot exceed 4 officers for maximum of 12 hours per day.

³ A project refers to the overall title or program. A production refers to a specific filming effort under that project, such as an individual season. For example, a series may count as one project but have multiple productions across different seasons.

Exhibit 2: Rebate Amount and Local Return Spending FY 2007 through FY 2026

Fiscal Year	Rebate Amount	Total Local Spending
2007	\$42,151	\$372,715
2009	171,014	18,164,004
2010	699,489	24,277,480
2011	550,715	7,706,212
2012	76,416	1,330,685
2013	231,025	2,756,235
2014	831,505	5,316,844
2015	1,097,654	12,826,828
2016	800,000	3,058,390
2017	800,000	7,210,914
2018	222,876	814,403
2019	553,435	4,334,982
2021	313,522	1,698,321
2022	202,659	988,266
2023	56,356	170,366
2024	747,057	3,397,960
2025	101,780	496,891
2026	147,020	478,692
Total	\$7,644,672	\$95,400,191

Source: Film Commission

Notes: Productions participating in the rebate program are required to submit local expenditures, general ledgers, and budgets documentation to the Film Commission. The 'Total Local Spending' column includes total local spending, including goods, services, taxes, and City fees. This only includes local spending during pre-production and principal production. It does not include local spending during post-production.

DETAILS OF PROPOSED LEGISLATION

The proposed ordinance amends Chapter 57 of the Administrative Code to make several changes to the City's Film Rebate Program and related Film Commission authorities. Most notably, the ordinance loosens program eligibility requirements, expands the categories of production costs eligible for rebates, and revises the rebate structure, including increasing the maximum rebate amount per production from \$600,000 to \$1,000,000. In addition, the ordinance would expand the definition of tax-exempt entities eligible for rebates from daily use fees charged by the Film Commission, revise production notification requirements, and authorize the Film Commission Executive Director to enter into licensing agreements for the use of the Film SF logo.

Modifications to Film Rebate Program

The proposed ordinance amends Section 57.8 of the Administrative Code governing the Film Rebate Program. As summarized in Exhibit 3, the proposed changes fall into three primary categories: (1) eligibility requirements, (2) qualifying production costs, and (3) the rebate structure and maximum rebate amount.

Eligibility Requirements

Under current law, productions must conduct at least 65 percent of filming within the City to qualify for a rebate. The proposed ordinance replaces this requirement with lower and more flexible thresholds. Specifically, productions would qualify by spending at least \$500,000 (or \$250,000 for low-budget projects) on eligible costs incurred during pre-production, principal photography, and post-production, provided that a minimum of five principal photography days occur within the City. Lastly, if a production has a production office, it must be based in the City.

By allowing qualifying expenditures across all phases of production, rather than limiting eligibility to principal filming activity, and by reducing the minimum filming-day requirement, the proposed changes make it substantially easier for productions to qualify for the rebate. The Film Commission indicated that the precise impact on eligibility is uncertain. However, the department estimates that the changes could increase the number of eligible productions by approximately 25 percent based on film productions that did not qualify but expressed interest in a more competitive incentive model beyond City fee rebate.

Qualifying Production Costs

Under current law, qualifying production costs are largely limited to fees paid directly to City departments. The proposed ordinance significantly expands the range of costs eligible for rebates. Specifically, the proposal would allow rebates for fees paid to third-party property owners when no suitable City-owned property is available, local labor costs capped at \$100,000 per individual, and goods and services purchased or rented from businesses located within the City. The proposal would also remove taxes as a qualifying expenditure and eliminate the cap on police services.

Rebate Structure and Maximum Rebate Amount

The proposed ordinance would replace the current dollar-for-dollar rebate structure with a tiered rebate system, including a 10 percent rebate on qualifying costs up to \$1 million, a 20 percent rebate on qualifying costs above \$1 million, and a 100 percent rebate on City fees. In addition, the ordinance would increase the maximum rebate amount per film or season from \$600,000 to \$1,000,000. The proposal would also provide rebates for costs paid to third-party property owners if a City property is not available, with the applicable percentage determined by Film Commission guidelines.

Exhibit 3: Comparison of Current Law and Proposed Changes to the Film Rebate Program

Category	Current Law	Proposed Changes
Eligibility	<ul style="list-style-type: none"> At least 55 to 65% of filming activity must occur within the City.⁴ 	<ul style="list-style-type: none"> Minimum of 5 filming days within the City. Minimum local spend of \$250,000 - \$500,000 across pre-production, principal photography, and post-production.⁵ Production office must be based in San Francisco.
Qualifying Production Costs	<ul style="list-style-type: none"> Fees paid to City departments, including: <ul style="list-style-type: none"> Taxes (excluding sales and hotel taxes). Police services, capped at four officers per day. Use of City-owned property. City fees. 	<ul style="list-style-type: none"> Removes taxes as a qualified expenditure. Removes cap on police services. Adds fees paid to third-party property owners when no suitable City-owned property is available. Adds local labor costs, capped at \$100k per person. Adds goods and services purchased or rented from businesses located within the City.
Rebate Structure	<ul style="list-style-type: none"> \$1 for every \$1 spent on qualifying costs (City fees and certain taxes). 	<ul style="list-style-type: none"> 10% rebate on qualifying costs up to \$1,000,000 20% rebate on qualifying costs above \$1,000,000 100% rebate on City fees Rebate for third-party property costs, with the applicable percentage determined by Film Commission guidelines.
Maximum Rebate	<ul style="list-style-type: none"> \$600,000 per film/season 	<ul style="list-style-type: none"> Increases cap to \$1,000,000 per film/season

Source: BLA

⁴ 55% threshold applies to low-budget projects with a total budget of no more than \$3M.⁵ \$250,000 threshold applies to low-budget projects with a total budget of no more than \$3M.

As shown in Exhibit 4, we estimate a 5-year average increase of 44 percent on rebate costs. This estimate is based on applying the rules in the proposed ordinance to productions that participated in the Film Rebate Program over the last five fiscal years. Specifically, rebate payments would have increased from \$1.4 million under current law to an estimated \$2.0 million under the proposed ordinance, an increase of about \$0.6 million or 44 percent over the five-year period. Average annual costs increase from \$0.3 million to \$0.4 million, or by \$124,944 per year. On an annual basis, the estimated increase in rebates range from 20 to 54 percent, reflecting variation in local spending patterns across fiscal years.

Exhibit 4: Estimated Rebate Amount Under Proposed Changes, FY 2021 – FY 2025

Fiscal Year	Actual Rebate Amount	Rebate Amount under Proposed Ordinance	Difference	Percent Change
2020-21	313,522	484,339	170,817	54%
2021-22	202,659	281,219	78,561	39%
2022-23	56,356	67,757	11,401	20%
2023-24	747,057	1,059,823	312,766	42%
2024-25	101,780	152,953	51,174	50%
Total	1,421,373	2,046,092	624,719	44%
Average	284,275	409,218	124,944	44%

Source: BLA

Notes: Estimates are subject to several limitations. (1) Post-production costs that would become eligible under the proposed ordinance are not included; accounting for this would *increase* the rebate amount under the proposed ordinance. (2) Our projections include taxes as production costs, which would not qualify as eligible production costs under the proposed ordinance; accounting for this would *decrease* the rebate amount under the proposed ordinance. (3) Our projections do not include the increase in program eligibility resulting from the \$500,000 minimum spending threshold; accounting for this effect would *increase* the rebate amount under the proposed ordinance. (4) The estimates also do not assume any increase in film production in San Francisco resulting from proposed changes to program rules, which would *increase* the rebate amount beyond what is shown in Exhibit 4 above.

The five-year period shown above includes pandemic years, which may not provide a reasonable projection of production activity. If we include FY 2017-18 and FY 2018-19 in the analysis (no productions received rebates in FY 2019-20), then the average annual rebate cost is \$313,955, which would increase to \$494,623 per year under the proposed program rules, an average increase of \$180,668 per year.

Expansion of Daily Use Fees Exemptions

Section 57.5(c) of the proposed ordinance expands the definition of tax-exempt entities that are exempt from the City's daily use fees. Daily use fees are fees imposed by the Film Commission on production companies who film in the City and range from \$100 to \$500 a day. Currently, public service announcements, qualifying student productions, and 501(c)(3) nonprofits are exempt from these fees.

The proposed ordinance amends Section 57.5(c) of the Administrative Code to include 501(c)(4) and 501(c)(6) organizations. This includes social welfare organizations and local associations of

employees, both of which, similarly to 501(c)(3), advance public, educational, or community interests. Furthermore, the proposed amendment removes public service announcements from being exempt from daily use fees. According to Film staff, this is to ensure that fee waivers are tied to a legally defined status, instead of a broad entity category, which can be subjective and open to interpretation.

Production Notification Guidelines

Section 57.6(c) of the Administrative Code outlines the guidelines for film companies to notify the public of filming activity. The proposed changes would allow the San Francisco Film Commission to maintain and amend its own notification guidelines, allowing for more flexibility. According to Film SF, this change would eliminate outdated notification guidelines that no longer reflect current production practices and instead allow the Department to maintain guidelines that preserve resident outreach while reducing administrative burdens for productions in San Francisco.

Film SF Logo Licensing

The proposed ordinance adds section 57.10 to the Administrative Code to authorize the Film Commission to license and sell merchandise. According to the Commission, this will aid in their marketing efforts and increase brand awareness.

In addition, film companies must provide on-screen credit to the City and promotional materials.

Program Expiration Date

The proposed ordinance sunsets the Film Rebate Program on June 30, 2027, or one year earlier than the current expiration date of June 2028.

FISCAL IMPACT

Funding

The Film Rebate Program is funded by the General Fund. As of December 2025, the fund has a remaining balance of \$1,993,511, no appropriation in FY 2025-26, and a \$600,000 transfer from the General Fund to support spending in FY 2026-27. Based on projected program costs, this remaining balance would be sufficient to fund program administration through the proposed expiration date of June 2027. As shown below, even if rebates were \$1 million in FY 2025-26 and in FY 2026-27, or approximately double the average annual impact of \$0.5 million we estimated above, the Film Rebate Program's fund balance is sufficient to fund rebate costs in both years without the vast majority of the \$600,000 appropriation in FY 2026-27.

Exhibit 5: Film Rebate Program Projected Spending

	FY 2025-26	FY 2026-27
Appropriation	-	600,000
Beg Fund Balance	1,993,511	993,511
Rebates	(1,000,000)	(1,000,000)
End Fund Balance	993,511	593,511

Source: AAO, BLA

The Administrative Code caps program costs at \$13 million. To date, the program has expended \$8,390, 429.

POLICY CONSIDERATION

Amend the Rebate Project Cap for the Film Rebate Program

The proposed ordinance would increase the maximum rebate amount per production from \$600,000 to \$1,000,000. The program may increase economic activity in San Francisco and enhance the City's reputation.

For budgetary reasons, the Board of Supervisors may wish to consider maintaining the current cap or adopting a more modest increase. San Francisco's per-project rebate cap is already high compared to other city and regional film incentive programs. For example, several cities have substantially lower per-project caps, including San Antonio (\$250,000), Sacramento (\$250,000), Savannah (\$250,000), and Jacksonville (\$400,000).⁶ However, there are some cities with higher project caps. For example, Fort Lauderdale's incentive program is capped at \$2.5 million for major productions.⁷ Given San Francisco's comparatively high cap, the Board may wish to balance incentive levels against the potential fiscal impact to ensure the program remains cost-effective. In addition, a lower per-project cap could help preserve funding availability by allowing rebates to be distributed across a greater number of productions, reducing the risk that program funds are exhausted by a small number of projects.

RECOMMENDATION

Approval of the proposed ordinance is a policy matter for the Board of Supervisors.

⁶ Olsberg SPI, (2024). *Feasibility and Design Study for a New Oakland Production Incentive.*; *Sacramento Film + Media.* (2025). *Sacramento Film + Media rebate program guidelines: Fiscal year (FY) 2025-2026.*; Film & Television Office, City of Jacksonville. (2024). *Jacksonville qualified film & TV production incentive program: Film-TV application.*

⁷ Film Lauderdale. *Screen industry incentive programs.* Retrieved January 7, 2026, from <https://filmlauderdale.org/film-television-incentive-programs/>



Scene in San Francisco

Incentive Program

File No. 251225

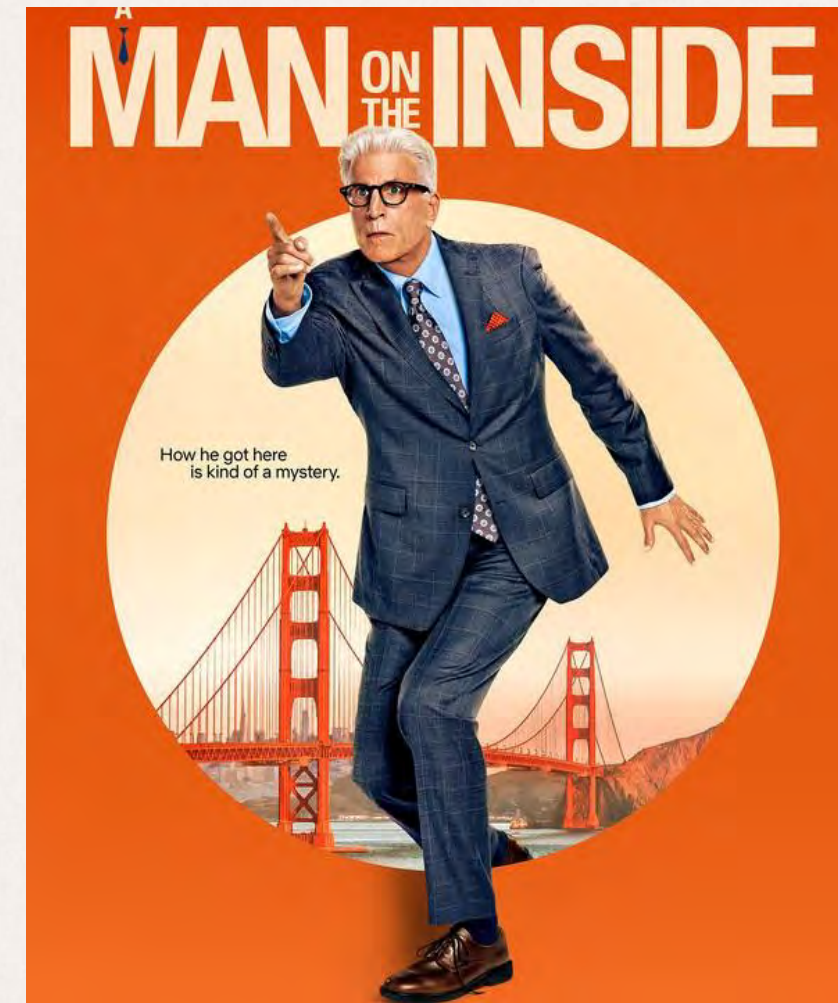
Film SF | Budget & Finance Committee
January 14, 2026

Film SF

Film SF | San Francisco Film Commission champion filming in San Francisco to support a diversity of storytellers and our thriving production community.

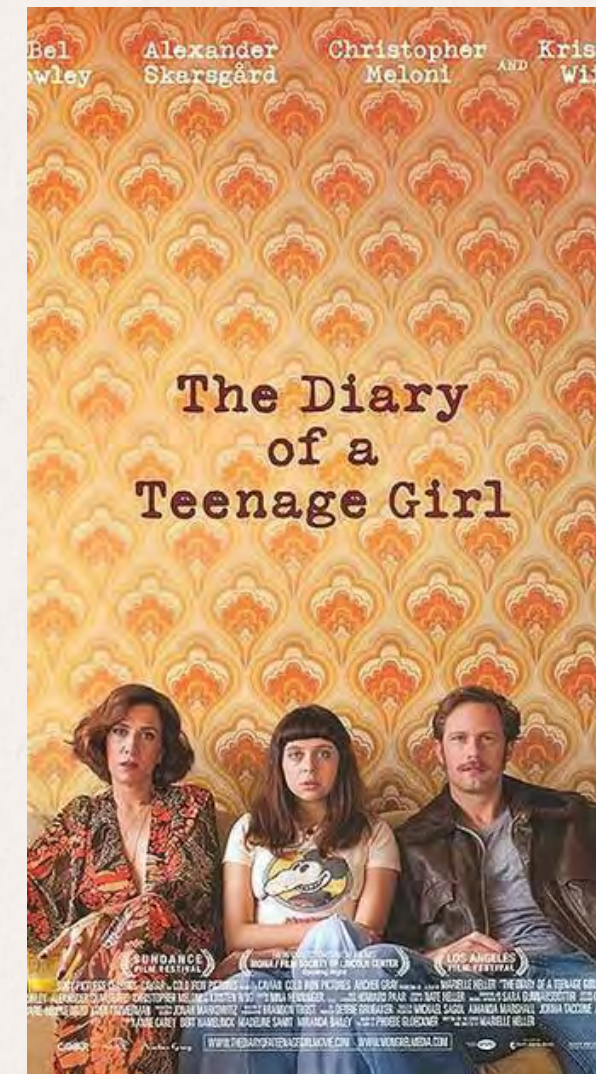
We attract productions to our cinematic city to stimulate economic development, create jobs, and market San Francisco on the global stage.

Our vision is a city that embraces and invests in storytellers and entices productions to call San Francisco their home.



History

San Francisco is one of the most cinematic cities in the world, known for its iconic landmarks, vibrant film industry, classics like *Vertigo*, *Invasion of the Body Snatchers*, and *Mrs. Doubtfire*, and moving independent stories such as *The Last Black Man in San Francisco* and *The Diary of a Teenage Girl*.



Industry Data

- A single production can inject millions of dollars into the local economy through direct spending on wages, services, rentals, location fees, catering, transportation, lodging, and more.¹
- The average location shoot adds \$670,000 & 1,500 jobs a day into the local economy.²



Industry Data

In California, the motion picture and television industry is directly responsible for more than **258,860+ jobs**, including **\$42.6+ billion in wages**, **165,570+ jobs** related to production, **93,290+ jobs** related to distributing movies, television and other video content to consumers, and **816,580+ jobs** including indirect and induced impact on local vendors and other businesses.³



Current Incentive Program

History

Since 2006, we've rebated over **\$7.6 million** to **48** productions, generating **\$95.5 million** in local spending.

ROI

For every dollar rebated, productions have spent **\$12.50** locally.

Hires

16,062 local crew + actors employed
(IATSE Local 16, Teamsters 2785, and SAG-AFTRA).

Workforce Development

219 First Source hires.

Wages

\$26.3 million in wages paid to local SF crew and talent.

Spend

\$69.1 million on goods and services including gas, hotels, car rentals, location fees, office supplies, equipment, catering, and more.

Challenge



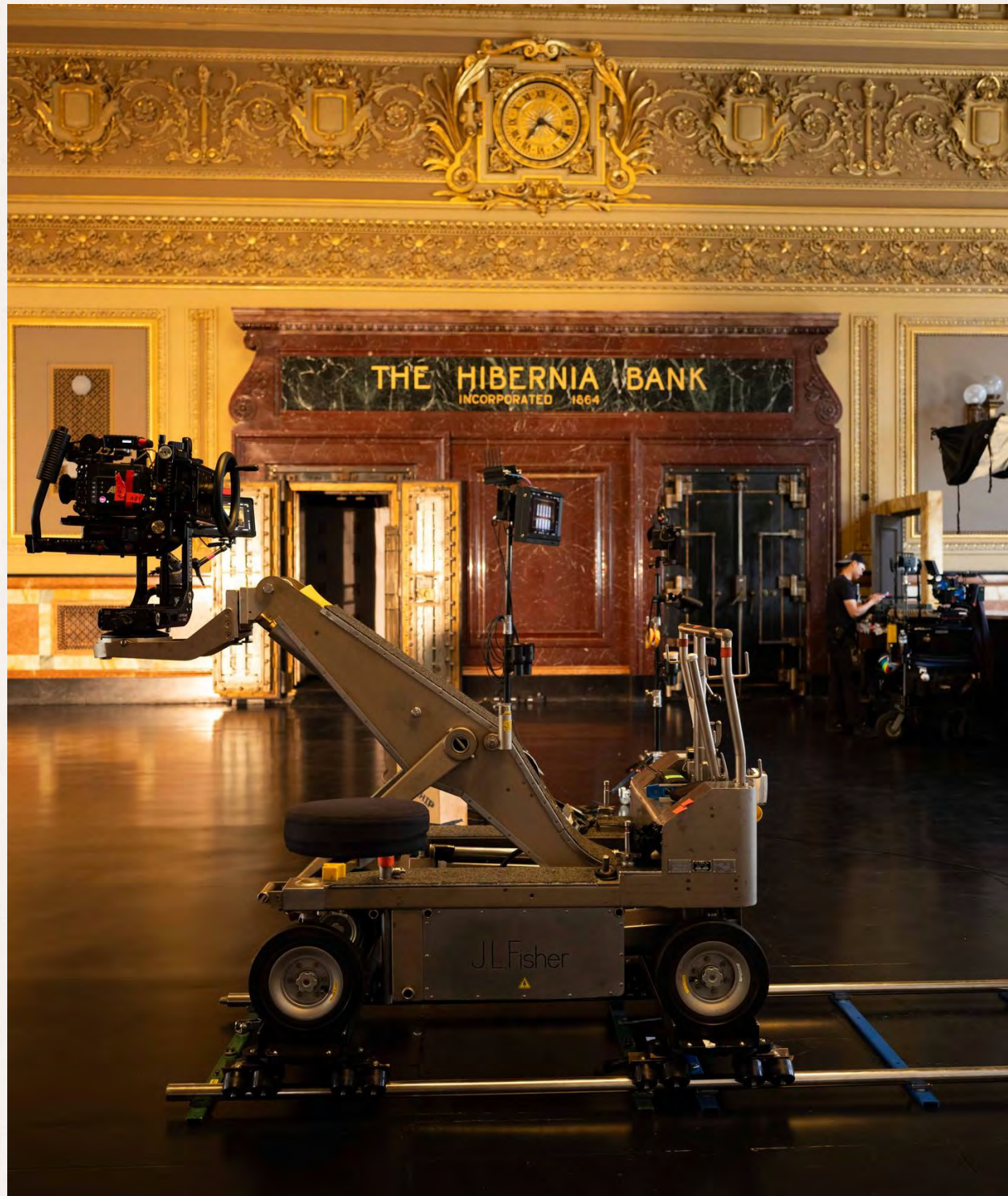
No significant change to the program since its inception.

- Antiquated and not competitive in the incentive-driven industry.
- Over 120 incentives globally competing for productions.

Current Incentive is limited.

- Rebates city fees only and capped at \$600k - does not significantly influence major studio decisions.
- No minimum local spend requirement.
- Requirement to shoot 55–65% of a project in SF is unrealistic and impractical.

Challenge



Fails to attract major large-scale productions and TV series

- The last major production that used our incentive was Hulu's *Chance* in FY16-17 (TV Series) and *Jexi* in FY18-19 (Studio Feature).

Lack of infrastructure development

- Without consistent major production activity we cannot secure investment in a dedicated production stage and other business opportunities.

Significant production runaway.

- Productions choose to film in regions with more attractive incentives.
- Productions only shoot in SF for limited periods of time, if at all, even when the projects are set in SF.

Updated Program Structure



Scene in San Francisco Incentive Program – At a Glance

Category	Details
Minimum Spend	\$500,000 in San Francisco \$250,000 for low-budget projects up to \$3M
Production Requirements	<ul style="list-style-type: none">- Minimum 5 days of principal photography in SF- Production office must be located in SF
Rebate Structure	<ul style="list-style-type: none">- 10% rebate on qualified SF spend up to \$1M- 20% rebate on qualified SF spend above \$1M- 100% rebate on City agency fees (permits, police, real estate)
Eligible Expenses	<ul style="list-style-type: none">- Wages paid to SF residents (capped at \$100K per individual)- Goods/services from SF-based businesses (including post-production)
Maximum Rebate	\$1 million per project
Eligible Project Types	<ul style="list-style-type: none">- Feature Films- TV and Web Series (episodes and pilots)- Documentaries

Expected Outcomes

San Francisco Spend

Incentivizes expenditure in San Francisco supporting local restaurants, hotels, and small businesses, and generating increased tax revenue.

Boost in Production Activity

Draws large-scale production resulting in an increase in business, local spend and hires, and long-term industry presence and growth.

Screen Tourism

Leads to enhanced destination marketing and a boost in tourism contributing positively to San Francisco's image and perception.

New Business

Attracts investment in infrastructure development including a dedicated production stage, equipment rentals, and other production facilities.

Job Creation & Workforce Development

Increases employment and skills development opportunities that lead to consistent jobs for locals crew and creatives.

Additional Administrative Code Changes 1/2

Daily Use Fees

Exemptions now include 501(c)(4) and 501(c)(6) organizations.

Film Notification Guidelines

Film Commission will maintain and amend notification guidelines based on impact.

Rebate - Documentary Length

Clarification that documentaries must now be feature length to qualify.

Rebate - Qualified Production Cost

Film Commission will create and maintain guidelines on qualifying costs.

Rebate - Taxes

Taxes are no longer a qualified expenditure.

Rebate - Production Cost

“Under a revenue sharing agreement” captures facilities that are either City-owned or have a revenue sharing agreement with the third-party operator.

Additional Administrative Code Changes 2/2

Rebate - SFPD

Previous cap on officers now removed.

Rebate - Third Party Property

Third-party property owners for film-related activities may qualify, provided there is no suitable City alternative.

Rebate - Skills Training

Production skills training for San Francisco residents now required (First Source Hiring Program remains).

Rebate - On-Screen Credits

On-screen credit and promotional materials now formally required.

Rebate - Real Estate

More flexibility in the types of facilities that qualify (e.g. SFUSD). Monthly rent amount raised from \$5,000 to \$15,000 per RED policy.

Merchandise

Now authorized to license and sell merch.

Conclusion

These updates **modernize** and **better position San Francisco** as competitive within the incentive-driven industry.

This legislation **strengthens the city's creative economy, supports local businesses and workers**, and allows San Francisco to **compete globally**.





Contact

Website

www.filmsf.org

Email

film.commission@sfgov.org

Phone

415-554-6241

From: [Maria León](#)
To: [Jalipa, Brent \(BOS\)](#); [Board of Supervisors \(BOS\)](#)
Subject: Support for Incentive (File No. 251225)
Date: Thursday, January 8, 2026 12:11:24 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

I'm an independent producer who has lived and worked in San Francisco and the Bay Area for more than ten years. My career in film and video production is directly affected by films and television shows with the ability to film locally. Just last year, I produced a feature film that chose to film in Champaign, IL instead of SF because of the competitive nature of their incentive program. We have lost many opportunities to bring economic growth not only to filmmakers but to their families and all the businesses that are directly affected by the entertainment industry.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Maria F. León
510-502-2369
[IMDb](#)
[Website](#)

From: [Lynda Sanjurjo-Rutter](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: Legislation File Number (File No. 251225) --Letter of Support San Francisco Film Commission Incentive Legislation
Date: Thursday, January 8, 2026 2:08:05 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

January 8, 2026

Brent Jalipa

Clerk, Budget and Finance Committee
San Francisco Board of Supervisors
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Via email

Dear Mr. Jalipa,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to keeping our city competitive in today's incentive-driven industry, attracting projects that create jobs, drive spending, and showcase the best of San Francisco.

For nearly two decades, the incentive has generated over \$68 million in local spending, nearly 16,000 jobs, and \$12.74 in economic activity for every dollar rebated. While other regions have expanded their incentives, San Francisco will continue to lose business without these updated incentives.

The proposed tiered rebate, 10% on the first \$1 million spent locally, 20% above that, plus a full rebate of City agency fees (per project cap \$1M), directly incentivizes local spending, supports our workforce, and strengthens local businesses. These updates position San Francisco to compete effectively for feature films and TV series.

As a San Francisco resident and Director of Development for SFFILM, I know firsthand how film production energizes our city. From dollars spent at local restaurants and businesses to the intangible boost in civic pride and connection, productions create shared experiences that strengthen both community and economy. Film is more than any single project. It is a catalyst for cultural, social, and economic renewal.

By supporting these updates, San Francisco can continue to attract daring, singular storytelling, strengthen its creative ecosystem, and drive meaningful impact for

residents, businesses, and artists alike. I recommend that the Board of Supervisors and the Budget and Finance Committee adopt these improvements to the *Scene in San Francisco* incentive program. Thank you for allowing me to share my comments.

Sincerely,

Lynda Sanjurjo-Rutter
SF District 8 Resident



Director of Development
Mobile: 415.264.9771
lsanjurjorutter@sffilm.org

Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I hope all is well and Happy New Year. My name is Masashi Niwano and I'm the Director of Artist Development at SFFILM. Through this position, I have the opportunity and privilege of supporting 60+ filmmakers annually through grants, fellowships and residencies. We support both local and global filmmakers through our programs, many of which have plans to film in San Francisco.

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Within the four years I've been at SFFILM, I have seen films benefit from rebates to film in San Francisco and without programs like this, I am confident and worried films will film in another city. We hear all the time from our film community that they want to film in San Francisco and there is no city quiet like ours, however it's financially too much for their budgets. I truly feel that this incentive program will have a positive impact for the city of San Francisco and films coming out of here.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and

storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on. Thank you so much and I appreciate your time. I care deeply about the vibrant and mighty film industry here and hope this letter can help push us to provide this incentive for them.

Sincerely,

A handwritten signature in black ink, appearing to read 'Masashi Niwano', with a stylized, flowing script.

Masashi Niwano

Director of Artist Development, SFFILM

mniwano@sffilm.org

Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

From the perspective of Flashback Pictures, these updates are the difference between producing our next independent feature in San Francisco or being forced to take that story—and its spending—elsewhere. Like many indie producers, we develop projects rooted in the Bay Area's people, neighborhoods, and culture, but tight margins mean incentives are often the deciding factor. A strengthened Scene in San Francisco program would allow us to keep productions local, hire San Francisco crews, patronize neighborhood businesses, and authentically tell stories that can only be made here. These updates don't just attract large studio projects—they unlock sustainable pathways for independent filmmakers to invest in San Francisco's creative economy and contribute to the city's long-term cultural and economic vitality.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,
Grace Porras
COO, Flashback Pictures
Grace@Flashback.Pictures

SAN FRANCISCO CHAMBER OF COMMERCE

January 12, 2026

San Francisco Board of Supervisors
City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Letter of Support for the San Francisco Film Commission Incentive Legislation - File #251225

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

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I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,



Rodney Fong
President & CEO
The San Francisco Chamber of Commerce



San Francisco Travel Association

One Post Street, Suite 2700

San Francisco, CA 94104

415-974-6900

sftravel.com

January 12, 2026

San Francisco Board of Supervisors
City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear San Francisco Board of Supervisors

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program (File No. 251225). These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven filming industry and ensuring our city continues attracting projects that create jobs and drive spending. We know that showcasing a destination like San Francisco will also encourage tourist visitation.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

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Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, increased attraction visits and restaurant bookings, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy.

Sincerely,

Christine Gaudenzi
Chief of Staff

From: [Board of Supervisors \(BOS\)](#)
To: [BOS-Supervisors](#); [BOS-Legislative Aides](#)
Cc: [Calvillo, Angela \(BOS\)](#); [Somera, Alisa \(BOS\)](#); [Ng, Wilson \(BOS\)](#); [De Asis, Edward \(BOS\)](#); [Mchugh, Eileen \(BOS\)](#); [BOS-Operations](#); [BOS Legislation, \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: 9 Letters regarding File No. 251225
Date: Wednesday, January 14, 2026 9:17:25 AM
Attachments: [9 Letters regarding File No. 251225.pdf](#)

Hello,

Please see attached for 9 letters regarding File No. 251225, which is Item No. 5 on today's Budget and Finance Committee agenda.

File No. 251225: Ordinance amending the Administrative Code to expand the definition of tax exempt entities for use fees, updating the process for notification guidelines concerning film production activities that may cause parking or traffic obstructions, updating definitions for the film rebate program, updating the film rebate amounts, and authorizing the Executive Director to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise. (Mandelman, Chan, Walton, Dorsey)

Sincerely,

Joe Adkins
Office of the Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
Phone: (415) 554-5184 | Fax: (415) 554-5163
board.of.supervisors@sfgov.org | www.sfbos.org

From: [Sam Bempng](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Support for Scene in SF (File No. 251225)
Date: Monday, January 12, 2026 4:47:49 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

On behalf of #MakeltBay—a regional screen sector initiative working to expand equitable access to film and television jobs and investment across the Bay Area—we write in strong **support of File No. 251225** and the proposed modernization of San Francisco’s *Scene in San Francisco* incentive program.

File No. 251225 represents a critical evolution of what has already been a successful model. By expanding eligible rebates beyond city fees to include local labor and vendor spending—while maintaining responsible caps—San Francisco will move from a “courtesy rebate” to a **true production attraction and workforce development tool**.

At a time when productions are increasingly mobile, this legislation positions San Francisco to:

- Attract longer, higher-spend productions
- Increase hiring of local residents and union crew
- Drive spending into small businesses, creative vendors, and hospitality
- Strengthen the City’s brand as a global creative capital

For these reasons, we strongly urge the Board to **adopt these improvements to the *Scene in San Francisco* incentive program (File No. 251225) and help secure San Francisco’s place in the next chapter of California’s screen economy.**

Respectfully,

Sam Bempng & Grace Porras, Co-Directors of #MakeltBay

--

Samantha Bempong (she/her)
Co-Director, #MakeItBay

From: [Justine Hebron](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: [Jessie Fairbanks](#); [Keith Zwolfer](#); [Masashi Niwano](#); [Jordan Menashe](#)
Subject: Legislation File Number (File No. 251225) --Letter of Support San Francisco Film Commission Incentive Legislation
Date: Monday, January 12, 2026 3:57:20 PM

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January 12, 2026

San Francisco Board of Supervisors

City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Via email

Dear San Francisco Board of Supervisors,

On behalf of my undersigned colleagues who are residents of the City of San Francisco, I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to keeping our city competitive in today's incentive-driven industry, attracting projects that create jobs, drive spending, and showcase the best of San Francisco.

For nearly two decades, the incentive has generated over \$68 million in local spending, nearly 16,000 jobs, and \$12.74 in economic activity for every dollar rebated. While other regions have expanded their incentives, San Francisco will continue to lose business without these updated incentives.

The proposed tiered rebate, 10% on the first \$1 million spent locally, 20% above that, plus a full rebate of City agency fees (per project cap \$1M), directly incentivizes local spending, supports our workforce, and strengthens local businesses. These updates position San Francisco to compete effectively for feature films and TV series.

As San Francisco residents and leaders of SFFILM—the Bay Area's premier film arts and culture institution—we know firsthand how film production activates the entire city. Film production produces tangible and positive economic impacts that create stability across countless sectors. And featuring San Francisco as the setting for a multitude of stories and characters ultimately keeps us at the forefront of the ideas and cultural movements that go on to

change the world.

We strongly recommend that you adopt these improvements to the *Scene in San Francisco* incentive program. Thank you for the opportunity to share our comments.

Sincerely,

Justine Hebron
Director of External Relations

Jessie Fairbanks
Director of Programming
Resident of San Francisco

Masashi Niwano
Director of Artist Development
Resident of San Francisco

Keith Zwolfer
Director of Education
Resident of San Francisco

Jordan Menshe
Director of Operations
Resident of San Francisco



Justine Hebron (*she/her*)
Director of External Relations
(415) 561-5017
jhebron@sffilm.org

From: [Lynda Sanjurjo-Rutter](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Legislation File Number (File No. 251225) --Letter of Support San Francisco Film Commission Incentive Legislation
Date: Thursday, January 8, 2026 2:08:07 PM

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January 8, 2026

San Francisco Board of Supervisors

City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Via email

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to keeping our city competitive in today's incentive-driven industry, attracting projects that create jobs, drive spending, and showcase the best of San Francisco.

For nearly two decades, the incentive has generated over \$68 million in local spending, nearly 16,000 jobs, and \$12.74 in economic activity for every dollar rebated. While other regions have expanded their incentives, San Francisco will continue to lose business without these updated incentives.

The proposed tiered rebate, 10% on the first \$1 million spent locally, 20% above that, plus a full rebate of City agency fees (per project cap \$1M), directly incentivizes local spending, supports our workforce, and strengthens local businesses. These updates position San Francisco to compete effectively for feature films and TV series.

As a San Francisco resident and Director of Development for SFFILM, I know firsthand how film production energizes our city. From dollars spent in local restaurants and businesses to the intangible boost in civic pride and connection, productions create shared experiences that strengthen both community and economy. Film is more than any single project. It is a catalyst for cultural, social, and economic renewal.

By supporting these updates, San Francisco can continue to attract daring, singular storytelling, strengthen its creative ecosystem, and drive meaningful impact for

residents, businesses, and artists alike. I recommend that you adopt these improvements to the *Scene in San Francisco* incentive program. Thank you for allowing me to share my comments.

Sincerely,

Lynda Sanjurjo-Rutter
SF District 8 Resident



Director of Development
Mobile: 415.264.9771
lsanjurjorutter@sffilm.org

From: [Maria León](#)
To: [Jalipa, Brent \(BOS\)](#); [Board of Supervisors \(BOS\)](#)
Subject: Support for Incentive (File No. 251225)
Date: Thursday, January 8, 2026 12:11:26 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

I'm an independent producer who has lived and worked in San Francisco and the Bay Area for more than ten years. My career in film and video production is directly affected by films and television shows with the ability to film locally. Just last year, I produced a feature film that chose to film in Champaign, IL instead of SF because of the competitive nature of their incentive program. We have lost many opportunities to bring economic growth not only to filmmakers but to their families and all the businesses that are directly affected by the entertainment industry.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Maria F. León
510-502-2369
[IMDb](#)
[Website](#)

From: [Paula Arrigoni](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: [Daniel Díaz](#)
Subject: Legislative File No: 251225 / Scene in San Francisco incentive program
Date: Monday, January 12, 2026 4:54:12 PM
Attachments: [BAVC Media letter Scene in SF 1.12.26.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Mr. Jalipa:

I am writing to provide written comments from Bay Area Video Coalition (BAVC Media) to the Budget and Finance Committee re Legislative File No 251225.

Thank you,
Paula

--

Paula Smith Arrigoni
Executive Director
She/Her | paula@bavc.org



Ninth Street Independent Film Center

We can support media makers because [you support us →](#)



January 12, 2026

Brent Jalipa
Budget and Finance Committee Clerk
Budget and Finance Committee
City and County of San Francisco
Re: Legislative File No. [251225](#)

Dear Esteemed Budget and Finance Committee Members:

My name is Paula Smith Arrigoni and I am the Executive Director of Bay Area Video Coalition, also known as BAVC Media. BAVC Media is a 50-year old film and media arts organization based in San Francisco that has a mission to support media makers to advance their film and media projects, and careers through art, education and technology. We are a long-time city vendor, providing media education and production services to San Franciscans thanks to grants and contracts from OEWD, DCYF, the Department of Technology, SFPUC, GFTA and Film SF, and others over the years.

I'm writing to express my strong support of the legislation to expand San Francisco Film Commission's Scene in San Francisco, introduced by Board President Rafael Mandelman.

We need this competitive program to create more sustainable jobs for film industry workers so that they can work and plant roots in San Francisco. We continue to lose some of our best talent to Los Angeles and New York, and even smaller hubs like Austin. This talent drain is a missed opportunity on many fronts – it perpetuates the negative economic cycle of limited local productions and outside productions limiting their days in San Francisco because they have to import expensive crew – it reduces the artistic population in San Francisco that contributes to a vibrant and balanced city – and it diminishes authentic and entertaining stories about San Francisco, one of the most cinematic cities in the world.

I urge you to pass this legislation to expand the Scene in San Francisco program as a long-term investment into our creative economy.

Sincerely,

Paula Smith Arrigoni
Executive Director

From: [Matt Halvorson](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Letter of Support for Film SF Incentive Program
Date: Wednesday, January 14, 2026 8:26:47 AM
Attachments: [img-8012bc42-96b0-46b6-93f6-862ea3f716d2](#)
[FilmSF_Support_Letter_Mhalvorson.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To Whom it May Concern,

I have attached a letter in support of the Film SF incentive program - legislation's File Number (File No. 251225).

Best,
Matt



Matt Halvorson | Film Commissioner
Film SLO CAL
matt@slocal.com
O: 805-541-8000 | C: 310-600-5302
filmslocal.com



San Francisco Board of Supervisors
City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,
Matt Halvorson

Matt Halvorson

Film Commissioner / Film SLO CAL

From: [Tony Vella](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Re: File No. 251225) The San Francisco Film Commission's Scene in San Francisco incentive program
Date: Monday, January 12, 2026 7:09:00 PM
Attachments: [Letter of Support Film SF Incentive Updates.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello,

I am writing in support of the new proposals in order to update and modify the SF Film Commissions incentive program and will be in attendance on the 20th.

I am a born and raised San Francisco Native and have managed to make my career here for 39yrs here and in the greater Bay Area and am in full support of this.

Thank You,
Sincerely

photo



Tony Vella

Stunt Coordinator / Stuntman / Actor / SAG-AFTRA

415-203-3607 | bayareastunts@gmail.com

[AMPTP Safety Certified IL #IL293B938ADC](#)

[Television Emmys Stunt Peer Group Member](#)

[Taurus World Stunt Awards Committee Member](#)

Stunts Unlimited Directory Member



Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

I am a San Francisco Native born and raised (Glen Park) and I have managed to forge and make my film career here in the Bay Area for going on 39yrs. I am a Stunt Coordinator and founder of Bay Area Stunts, the largest stunt network in Northern California for 26yrs. I have had the good fortune to coordinator and work on many many of our local Independent and of course Studio Films over the years. Not only have I been able to consistently work, but I've been able to hire many of our local stunt talent, and travel others in when necessary which is been instrumental in providing strong local talent.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

We really need more work to originate here and we should have the infrastructure to support a full time television series and any number of film projects at any given time, these new proposals will give us that opportunity and combined with our new California Stage Film Tax Incentive, we cannot afford pass this opportunity up at this time!

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,
Tony Vella
Stunt Coordinator
Bay Area Stunts
SAG-AFTRA / Board Member
415-203-3607
bayareastunts@gmail.com

From: [Nick Manesiotis](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: File No. 251225
Date: Monday, January 12, 2026 8:04:45 PM

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Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors
City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive

program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,
Nickolas Manesiotis
nmanos94@gmail.com

From: [Sofia Ahmad](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Writing in Support of the San Francisco Film Commission's Scene in San Francisco incentive program: File No. 251225
Date: Tuesday, January 13, 2026 11:11:48 PM

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To the Board of Supervisors,

I am a local Union Actor. I've been a member of AEA for 18 years and SAG-AFTRA almost as long. Almost the entirety of my professional career has taken place in the Bay Area. I have lived in Oakland for 15 years, and Berkeley for 5 years before that. I was born and raised in San Francisco. I know the Bay and I am well-versed in the incredible talent we have here, both in front of and behind the camera.

It is an absolute crying shame that we don't have more film and tv shot in San Francisco. And I mean, specifically, productions that sit here for a while - like I hear happened in the heydays of the '90s, when actors and crew (and all of the other filming-adjacent businesses) could be well-employed many days a year. I've worked background on productions that come in for a day or two. But our stunning location and talent pool deserve productions that are doing more than just driving by.

The incentive proposed by the SF Film Commission (File No. 251225) would encourage just such production. Sets that stay a while, and employ lots of local artists and artisans. We've got to be financially competitive to bring back the productions that have run off to more tax friendly zones. We want the next Monk (love that show; hopefully there will be something equally charming coming down the pike) to be filmed here, where it's set, not in British Columbia!!

I am sorry that I cannot attend the BOS Meeting on the 20th to show my support in person. But I will be there in spirit, and urge you to support this measure.

Sincerely,
Sofia Ahmad

~~~

**Up Next:**  
**THE EYES AND THE IMPOSSIBLE**  
**February 26 - March 15**  
<https://www.zspace.org/eyes>

**From:** [Teo Valadez-Flynn](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support San Francisco Film Commission Incentive Legislation (File No. 251225\_  
**Date:** Thursday, January 15, 2026 1:25:47 AM

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## **Letter of Support for the San Francisco Film Commission Incentive Legislation**

San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA **94102**

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

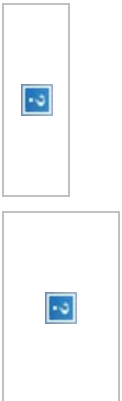
The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

**Timoteo 'Teo' Flynn-Valadez** (They/He/Elle)  
Program Tech Coordinator  
[teovaladez-flynn@bavc.org](mailto:teovaladez-flynn@bavc.org) • (510) 342 6030



**Ninth Street Independent Film Center**

We can support media makers because [you support us](#) →

**From:** [Ted Leonard](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Letter of Support for the San Francisco Film Commission Incentive Legislation  
**Date:** Wednesday, January 14, 2026 4:37:09 PM  
**Attachments:** [ATT00001.png](#)

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Dear San Francisco Board of Supervisors,

I'm Ted Leonard, a San Francisco Bay Area-based filmmaker with over 25 years in the industry. I am writing to express my strong support for the proposed updates to the **Scene in San Francisco** incentive program.

I've seen firsthand how film and television productions invigorate our city: they employ local crew, support vendors and small businesses, fill hotels, and highlight San Francisco's unique locations and creative energy. These proposed changes are essential to keeping us competitive in today's fiercely incentive-driven global market, where other states and countries continue to expand their packages and pull projects away.

The existing program has already proven its worth—delivering over \$68 million in local spending, nearly 16,000 jobs, and an outstanding \$12.74 return in economic activity for every dollar rebated. But the landscape has changed dramatically, and without strengthening our incentives, San Francisco will keep losing out on feature films, TV series, and the high-quality jobs they bring.

The updated structure directly rewards local hiring, resident labor, and investment in our community. This approach will help attract and retain the kinds of ambitious projects I've worked on, putting more opportunities in the hands of Bay Area crew, technicians, and creative professionals.

Strengthening this program is about more than just growing the film sector—it's about sustaining our local economy, creating technical and artistic jobs, boosting tourism through hotel nights and vendor spending, and cementing San Francisco's reputation as a world-class hub for innovative storytelling. These enhancements are a strategic, high-return investment that will generate millions in new economic activity here at home, rather than letting it go elsewhere.

I urge you to adopt these improvements promptly. Our creative community, (and the many residents, families, and businesses who depend on it) will benefit enormously.

All the best,  
Teddy Leonard  
p. (925)285-6661  
e. [ted@tedleonardproductions.com](mailto:ted@tedleonardproductions.com)



**From:** [Linda Green](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Support SF Film Commission Incentive Legislation (File No. 251225)  
**Date:** Wednesday, January 14, 2026 4:20:18 PM

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## **Letter of Support for the San Francisco Film Commission Incentive Legislation**

San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA **94102**

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive

program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,  
Linda Green  
Independent Filmmaker

**From:** [Arya Zarrinkelk](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Film SF Incentive - File No. 251225  
**Date:** Wednesday, January 14, 2026 1:58:45 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Arya Zarrinkelk

Employment, Training Specialist III - Arts, Media, Entertainment

City College of San Francisco

--

Arya Zarrinkelk

(pronouns: he/him/his)

Employment & Training Specialist

Office of Career Services

Dept's: BEMA, VMD, Cinema, Fashion, & Photography

415.895.2091

My office is a **SAFE ZONE** for individuals of all ethnicities, abilities, religions, sexual orientations, and gender identities.

*I recognize I am a guest in the homeland territory of the Ramaytush Ohlone Tribe. I extend my respect and gratitude to the many Indigenous people who call these lands home.*

*Be an instrument of peace:*

*Where there is hatred, sow love;*

*Where there is injury, provide pardon;*

*Where there is doubt, bring faith;*

*Where there is despair, bring hope;*

*Where there is darkness, bring light;*

*Where there is sadness, bring joy.*

**From:** [Joseph Payne](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Re: File No 251225 / Film SF Incentive Program  
**Date:** Wednesday, January 14, 2026 11:42:56 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Letter of Support for the San Francisco Film Commission Incentive Legislation  
San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

When I started acting professionally in 2014, I was able to find a decent amount of work as a new actor. But overtime the amount of work available in the entire Bay Area has severely declined. In large part due to the city charging too much for groups big and small to film in the area. As an up and coming actor, I have goals of bringing more film and television productions to the area that raised me when I gain more influence in the industry. But that will be difficult without San Francisco returning to being competitive to incentivize studios to film in the area like they used to.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

With those millions, San Francisco's economy will see a boom that will support local infrastructure and housing developments to reduce homelessness. The city will truly become a beacon of what other cities will aspire to be.

I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,  
Joseph Payne  
SAG-AFTRA Actor & Stunt Performer. Screenwriter  
[josephpayneactor@gmail.com](mailto:josephpayneactor@gmail.com)

**From:** [Lindsay Scherbarth](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** attn: Re: File No 251225/ Film SF Incentive Program  
**Date:** Wednesday, January 14, 2026 10:23:32 AM

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Letter of Support for the San Francisco Film Commission Incentive Legislation  
San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,  
I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M).

This

updated program directly incentivizes local spend which will employ our local workforce and

directly support our businesses. These changes position San Francisco to compete effectively

for feature films and TV series.

This will create so many job opportunities, boost the economy and open a beautiful world of art to the Bay Area and I personally will benefit from this as it is my dream to act and the current opportunities are pitiful leaving me little incentive to continue to create an express through this art form.

Strengthening this program is not simply about growing the film sector - it is about supporting

small businesses, driving hotel nights, boosting local vendors, expanding creative and technical

job opportunities, and reaffirming San Francisco as a world-class destination for innovation and

storytelling. With these enhancements, the city stands to gain millions in new economic activity

that would otherwise go elsewhere.

The Bay Area has always been a leader in the arts, innovation and political change and it's time to bring that power back to the Bay Area.

believe these updates matter to San Francisco's future.]

I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and

sustain the creative economy that many residents and local companies rely on.

Sincerely,

Lindsay Scherbarth

Actor, Voice Actor, Stunt Actor, Mom, Speech-Language Pathologist

(559) 304-9851

hello@lindsayscherbarth.com

**From:** [Laura Gomez-Mesquita](#)  
**To:** [brent.jalapa@sfgov.org](mailto:brent.jalapa@sfgov.org); [Board of Supervisors \(BOS\)](#)  
**Subject:** Letters of Support for File Number (File No. 251225)  
**Date:** Friday, January 16, 2026 12:43:17 PM  
**Attachments:** [BAYCAT Letter of Support.pdf](#)

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello,

Please find our letter of support for legislation File Number (File No. 251225), the **Scene in San Francisco** incentive program from BAYCAT!

Thanks,

--  
Laura Gomez-Mesquita  
Executive Director  
Pronouns: she/her/hers  
[lauragomezmesquita@baycat.org](mailto:lauragomezmesquita@baycat.org)  
(415) 701-8228 ext. \*205



[www.baycat.org](http://www.baycat.org)

**Land acknowledgement: I acknowledge that I occupy the territory of xučyun (Huichin), the ancestral and unceded land of the Chochenyo Ohlone.**



# BAYCAT

CHANGE THE STORYTELLERS.  
THE WORLD.

## Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

These kinds of job placements on professional film sets and with industry production companies are the kinds of life and career changing opportunities that our community of emerging creative professionals is most hungry for, and we have been able to celebrate our program alumni working on, from big Hollywood productions to independent films.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.



# BAYCAT

CHANGE THE STORYTELLERS.  
THE WORLD.

As market forces have disintermediated the way that creative content reaches consumers, we feel that San Francisco is uniquely positioned to be a creative hub for the next iteration of film and content creation. Not only do we have a motivated and skilled workforce in a beautiful city for on location filmmaking, we have AI and tech innovators that can help move the industry forward.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Laura Gomez-Mesquita  
Executive Director  
BAYCAT  
lauragomezmesquita@baycat.org  
415.701.8228

**From:** [stuntguys](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** attn: Re: File No 251225 / Film SF Incentive Program  
**Date:** Saturday, January 17, 2026 4:19:02 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am a working stunt performer and am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are. For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions. The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere. **We really need more work to originate here and we should have the infrastructure to support a full time television series and any number of film projects at any given time, these new proposals will give us that opportunity and combined with our new California Stage Film Tax Incentive, we cannot afford pass this opportunity up at this time!** I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,  
Adam Sewell  
Bay Area Stunts  
[BayAreaStunts.com](http://BayAreaStunts.com)

**From:** [Denah Johnston](#)  
**To:** [Jalipa, Brent \(BOS\)](#); [Board of Supervisors \(BOS\)](#)  
**Subject:** Legislation File Number (File No. 251225) --Letter of Support San Francisco Film Commission Incentive Legislation  
**Date:** Thursday, January 22, 2026 9:43:32 AM  
**Attachments:** [CCSF Cinema Letter of Support for the San Francisco Film Commission Incentive Legislation.pdf](#)

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Please find attached my letter of support for the Scene in San Francisco Incentive program.

Sincerely,

**Prof. Denah A. Johnston**  
[Cinema Department Chair](#)  
[Cinema Degrees & Certificates](#)

[Spring 2026 Cinema Classes / Cinema class Flyer](#)

[Student Services/Resources](#)

## Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA **94102**

Dear San Francisco Board of Supervisors,

As Chair of the Cinema Department at City College of San Francisco, I oversee a production program rooted in Career Technical Education (CTE) and workforce development. I am writing in strong support of the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program because of the direct and measurable role it plays in sustaining career pathways for San Franciscans entering and advancing within the film and media industries.

City College of San Francisco serves a diverse population of students—many of whom are first-generation college students, career changers, or working adults—seeking practical, industry-aligned training that leads to stable employment. Our Cinema Department's production program is designed to prepare students for real-world work through hands-on instruction in camera, sound, editing, production coordination, and post-production workflows. However, training alone is not enough. For workforce development to succeed, there must be consistent, local job opportunities where skills can be applied, mentorship can occur, and careers can begin.

The Scene in San Francisco incentive is a critical mechanism for formalizing those opportunities. By encouraging productions to hire locally and spend locally, the program helps create entry- and mid-level positions that allow emerging workers to gain paid, professional experience within a structured production environment. These jobs are not incidental—they are the bridge between education and long-term employment, and they are essential to building a sustainable creative workforce.

Just as importantly, these productions support access to union pathways. Many of our alumni have secured their first qualifying days toward union membership through locally incentivized productions, setting them on trajectories toward stable, middle-class careers. Over the years, students and graduates of our program have benefited from mentorship on professional sets led by industry veterans and former CCSF faculty, including producer Debbie Brubaker and John Carlson, former Vice President of Monaco Lab. These relationships exemplify how education, mentorship, and employment intersect when local production activity is strong.

From an economic perspective, supporting CTE programs like ours is an investment in workforce stability. When trained workers are able to find consistent employment locally, they remain in San Francisco, contribute to the tax base, support small businesses, and strengthen the broader economy. When production work disappears, those same workers are forced to

leave the region or the industry altogether, undermining years of public investment in education and training.

The proposed updates to the incentive program recognize the realities of a competitive production landscape and reinforce San Francisco's commitment to local hiring and workforce development. By strengthening this program, the City affirms the value of public education, skilled labor, and creative careers as part of its economic future.

I urge you to adopt these improvements to the Scene in San Francisco incentive program. Doing so will help ensure that San Francisco remains a place where education leads to opportunity, opportunity leads to stability, and creative work remains an engine for inclusive economic growth.

Sincerely,

**Dr. Denah Johnston**

Chair, [Cinema Department](#)

City College of San Francisco

**From:** [m.r. hilow](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** File No. 251225 (in support of)  
**Date:** Sunday, January 18, 2026 12:14:53 PM  
**Attachments:** [Letter San Francisco Film Commission.pdf](#)

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*(pdf of letter attached)*

Letter of Support for the San Francisco Film Commission Incentive Legislation

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

My name is Michael Hilow; I am a part-time resident of the Bay Area and a member of SAG-AFTRA. I have over 200 major Television and Feature Film credits, many of which were filmed in the Bay Area. I am writing to express my strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program (File No. [251225](#)). These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

We really need more work to originate here and we should have the infrastructure to support a full time television series and any number of film projects at any given time, these new proposals will give us that opportunity and combined with our new California Stage Film Tax Incentive, we cannot afford pass this opportunity up at this time! I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Michael Hilow  
Stunt Coordinator/Bay Area Stunts  
SAG-AFTRA  
818-554-2803  
[michaelhilow@gmail.com](mailto:michaelhilow@gmail.com)

Letter of Support for the San Francisco Film Commission Incentive Legislation  
San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

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Sincerely,

Michael Hilow  
Stunt Coordinator/Bay Area Stunts  
SAG-AFTRA  
818-554-2803  
michaelhilow@gmail.com

**From:** [Lex Sloan](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Letter of Support for the San Francisco Film Commission Incentive Legislation  
**Date:** Wednesday, January 21, 2026 10:38:18 AM

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File No. 251225

Dear San Francisco Board of Supervisors,

My name is Lex Sloan, and I am the Executive Director of The Roxie Theater, San Francisco's oldest continuously operating movie theater. I hold an MFA in Cinema from San Francisco State University, and for the past twenty years, the film industry has been my life and my livelihood here in San Francisco. I have seen firsthand how film production fuels jobs, small businesses, local universities, and cultural vitality across our city.

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are critical to restoring San Francisco's competitiveness in an increasingly incentive-driven industry and ensuring our city continues to attract productions that create jobs and drive local spending.

For nearly two decades, the incentive program has delivered strong returns—generating over \$68 million in local spending, nearly 16,000 jobs, and \$12.74 in economic activity for every dollar rebated. However, other regions have expanded their incentives, and without strengthening our own program, San Francisco will continue to lose productions and the economic benefits they bring. The proposed updates—including a tiered rebate on qualified San Francisco spending and a rebate of City agency fees—directly incentivize local hiring and local business spending, positioning San Francisco to compete effectively for feature films and television series.

As a local exhibitor, increased production made possible by the *Scene in San Francisco* incentive program means more locally made films to show at The Roxie Theater, stronger audience engagement, and greater economic stability for our theater and staff. But the impact goes far beyond the box office. Strengthening this incentive program supports small businesses, drives hotel nights, boosts local vendors, and expands creative and technical job opportunities across the city—capturing millions in economic activity that would otherwise go elsewhere.

Just as importantly, this program ensures that San Francisco's values are visible on a national stage. San Francisco has long been a model not only of acceptance, but of equity, diversity, and possibility. When productions film here, those values are embedded in the

stories we share with the world. When audiences at The Roxie see our iconic bridges, our neighborhoods, and our communities on screen, they see themselves—and their values—reflected back. The *Scene in San Francisco* incentive program ensures that San Francisco is not just remembered, but actively represented: working, visible, and leading through culture.

Thank you for all you do to keep arts and culture thriving in San Francisco.

Kindly,

Lex Sloan

--

Lex Sloan  
Executive Director  
Roxie Theater  
3125 16th Street  
San Francisco, CA 94103  
415.431.3611 ext 101

Pronouns: *she/they*

*The Roxie Theater respectfully acknowledges our cinema is located in Yelamu, also known as San Francisco, on the unceded, traditional Tribal lands of the Ramaytush & Muwekma Ohlone people. We are grateful to work on this land.*

**From:** [Brenton Gieser](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support San Francisco Film Commission Incentive Legislation (File No. 251225\_  
**Date:** Sunday, January 18, 2026 9:49:44 PM

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## **Letter of Support for the San Francisco Film Commission Incentive Legislation**

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA **94102**

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

As a producer, director, and production company owner, I see firsthand the economic and cultural benefits of sustaining an industry that lives at the intersection of art and commerce in a city that has shaped global culture.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-

class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Brenton Gieser

--

BRENTON  
GIESER

Director  
[brentongieser.com](http://brentongieser.com)

**From:** [Dee Dee Escobedo](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Cc:** [Jalipa, Brent \(BOS\)](#); [Linda Dowell](#)  
**Subject:** File No. 251225: SAG-AFTRA SF-NC Local Board Letter of Support  
**Date:** Thursday, January 15, 2026 3:42:51 PM  
**Attachments:** [SAG-AFTRA SF-NC Local Letter of Support 251225.pdf](#)

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,  
With yesterday's unopposed recommendation from the Budget and Finance Committee for the legislative updates to the Scene in San Francisco incentive program (File No. [251225](#)) to be heard at the at next Tuesday's meeting, please find attached a letter of support from the SAG-AFTRA San Francisco-Northern California Local Board of Directors.  
We appreciate the support and our local members look forward to attending the meeting on January 20th.  
Thank you,  
Dee Dee

Dee Dee Escobedo

Assistant Executive Director

San Francisco-Northern California SAG-AFTRA

350 Sansome Street, Suite 840

San Francisco, Ca. 94104

Main: (415) 391-7510

Direct: (415) 874-4958

Mobile: (415) 244-8946

[deedee.escobedo@sagaftra.org](mailto:deedee.escobedo@sagaftra.org)

[www.sagaftra.org/SFNC](http://www.sagaftra.org/SFNC)

*Learn more about the San Francisco-Northern California Regional Codes!*

Regional Commercials Code: <https://www.sagaftra.org/get-involved/adsgolocal>

Local Corporate/Educational Code: <https://www.sagaftra.org/get-involved/coed-4-locals>



January 15, 2026

San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

RE: Letter of Support for the San Francisco Film Commission Incentive Legislation ([251225](#))

Dear San Francisco Board of Supervisors,

We are writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensures our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films, TV and streaming series.

Productions often rely on casting locally-based principal performers and background actors, especially for productions within the proposed qualifying budget tiers. However, our Local has seen the number of hires steadily decline to a critical point and we believe by passing these incentive reforms, San Francisco can once again attract and retain film, television and streaming production, and furthermore reward productions for hiring locally-based professionals.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, increasing hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

San Francisco calls itself home to many professional performers whose livelihood relies on a robust pipeline of production, many of whom are our active members, and we strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,  
SAG-AFTRA San Francisco-Northern California Local Board of Directors

**From:** [Michael Winters](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support San Francisco Film Commission Incentive Legislation (File No. 251225\_  
**Date:** Friday, January 16, 2026 12:07:02 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello—

Good day! I'm a life-long filmmaker and have been continuing my film trajectory in San Francisco for the last 5 years, previously based in New Orleans. Yes, SF is definitely miles ahead of the South in terms of opportunity but remains ripe for growth specifically regarding the indie scene.

I also participate in locals mixers (including SFFilm/filmmaker screenings etc, I would love to be a part of the continued conversation of someone whose input carries a premium. So, definitely support this legislation! It will help ensure that filmmakers get their voice heard!

Sincerely,  
Michael Winters

Sent from my iPhone

**From:** [Carly Steyer](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support Scene In SF!!! (File No. 251225)  
**Date:** Thursday, January 22, 2026 5:55:48 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I proudly grew up in SF's Richmond district starting at age one. My parents still live in the same house, still do non-profit work in the city, and my three siblings and I have all found our way back to the city, pursuing myriad careers.

**I am writing, as a native San Franciscan and working filmmaker, to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program.** These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. Other states and countries have expanded their incentives, and productions are fleeing the state and country to make projects elsewhere. Without strengthening our local program, San Francisco will continue to lose business to other regions.

I cannot emphasize enough how dramatically I have seen work opportunities change in the city as a result of the shifting landscape, and how many artists have left the city as a result.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

**San Francisco is a city with rich cultural history, where fabulous stories have been produced (Mrs. Doubtfire! The Princess Diaries! The Pursuit of Happyness!) and where artists could afford to live. That reality has slipped away. We have lost our cultural foothold. As a young creator, I am eager to bring it back.**

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-

class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Carly Steyer

**From:** [DIGILOID@](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Public Comment – Support Strongly In Favor of File No. 251225  
**Date:** Thursday, January 22, 2026 5:58:08 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Letter of Support for the San Francisco Film Commission Incentive Legislation  
San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

As a local business owner, I'm both a crew member working on set as well as a vendor providing equipment rental and sales to the production companies that work in San Francisco. Without these incentives, not only do I not have any work paying my wages as a Union freelancer, I also lose my own small business, something I've built from the ground up over the past 20 years. The film incentives directly impact mine and myriad other small businesses adjacent to the film industry. It's not just about subsidizing Hollywood, it's about fostering a healthy business environment for the locals here at home.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

I strongly urge you to adopt these improvements to the Scene in San Francisco incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

- Jordan

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Jordan Livingston  
jordanlivingston@gmail.com  
(415) 342-3143

- Jordan

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Jordan Livingston

DIGILOID Inc.  
(415) 342-3143 | info@DIGILOID.com

**From:** [griffin barry](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support Scene In SF (File No. 251225)  
**Date:** Thursday, January 22, 2026 6:29:25 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) — 10% on the first \$1 million and 20% above that—along

with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

As a Bay Area lifer, being forced to move away for work has been incredibly heart-breaking, especially knowing the depth of beauty and richness ingrained into every corner of the area. My dream in life is to express all the admiration I have for my home, everything from the ups and the downs to the hills that have forever stayed the same. I strongly implore you to adopt these improvements to the *Scene in San Francisco* incentive program. Thank you for your time.

Best,

Griffin Barry

**From:** [Jamie Wright](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Please Support Scene In SF (File No. 251225)  
**Date:** Friday, January 23, 2026 10:44:37 AM

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## **Letter of Support for the San Francisco Film Commission Incentive Legislation**

San Francisco Board of Supervisors

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA **94102**

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than **\$68 million** in local spending, nearly **16,000 jobs**, and a return of **\$12.74** in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

**While my SF-based production company doesn't do the bulk of our work directly in entertainment production, we benefit when San Francisco is a viable city to live and work in for skilled professionals in production. My business in industrial/corporate video is possible as we still have highly skilled workers living & working locally, adding to my employee base and SF taxes.**

Strengthening this program is not simply about growing the film sector - it is about

supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

**In a world where stories matter more than ever and visibility and attention is increasingly the coin of the realm, having SF as a vital place for production provides wide economic, cultural, and political benefits.**

I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely,

Jamie Wright  
Lekker Media  
1001 Mariposa Street  
San Francisco, CA 94107  
[www.lekkermedia.com](http://www.lekkermedia.com)

**From:** [John Champion](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** Re: File Number 251225 / Film SF Incentive  
**Date:** Monday, January 26, 2026 4:39:44 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Attn: San Francisco Board of Supervisors  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
Dear San Francisco Board of Supervisors,

As a thirty-year resident and actor in the San Francisco Bay Area I am writing to express strong support for the proposed updates to the San Francisco Film Commission's *Scene in San Francisco* incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

For nearly two decades, the incentive has proven its value—generating more than \$68 million in local spending, nearly 16,000 jobs, and a return of \$12.74 in economic activity for every dollar rebated. But the landscape has shifted dramatically. Other states and countries have expanded their incentives, and productions choose to bring their business where it makes the most financial sense. Without strengthening our local program, San Francisco will continue to lose business to other regions.

The proposed updates address this head-on by offering a tiered rebate on qualified San Francisco spending (goods, services, and resident wages) —10% on the first \$1 million and 20% above that—along with a full rebate of City agency fees (per project cap of \$1M). This updated program directly incentivizes local spend which will employ our local workforce and directly support our businesses. These changes position San Francisco to compete effectively for feature films and TV series.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere and, on a personal level, increased opportunities to work in my field would be welcome and alleviate the pressing need to relocate to LA or NYC in order to seek more opportunity in my field.

San Francisco is crying out for more opportunity for those of us working in TV and film and I strongly urge you to adopt these improvements to the *Scene in San Francisco* incentive program. This is a strategic, high-impact investment that will bring more business to our city and sustain the creative economy that many residents and local companies rely on.

Sincerely yours,

John Champion.

**From:** [randireiff@aol.com](mailto:randireiff@aol.com)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** File Number 251225  
**Date:** Monday, January 26, 2026 7:15:41 PM

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Writing in support of File Number 251225

Randi Reiff

**From:** [Jack Sale](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Cc:** [Fielder, Jackie \(BOS\)](#)  
**Subject:** Filming/TV market incentives -I am a San Francisco SAGAFTRA Member- after member-I support this legislation and I hope you do too!  
**Date:** Monday, January 26, 2026 9:29:23 PM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Members of the Board of Supervisors and Supervisor Jackie Fielder,

I am writing to express my strongest possible support for the updated Film SF incentive legislation, File Number 251225.

As a long-term resident and active professional in San Francisco's film industry, I believe this legislation represents a critical and strategically sound investment in our city's future. The proposed modernizations, specifically the tiered rebate structure—offering 10% on qualified spending up to \$1 million and 20% for spending above that threshold, alongside a full rebate of city agency fees—are exactly the tools needed to make San Francisco competitive in the global creative economy once again.

The benefits of this incentive extend well beyond immediate productions. This legislation will generate sustained economic growth, foster new business opportunities, and provide essential employment for our highly skilled local workforce. Furthermore, incentivizing major productions to feature our city is vital for restoring San Francisco's image. By showcasing our unique cinematic legacy on the global stage through film, television, and commercials, we can effectively reshape the public narrative and revitalize our city's identity.

I strongly urge you to pass this vital legislation to support our local industry and the broader San Francisco community.

Sincerely,

Jack Sale  
Political Field Coordinator, Actor and Humanist | San Francisco

"Hic fuimus cari duo nos sine fine sodales. Nomina si quaeris, Caius et Aulus."  
— CIL IV 8162 (I.7.8, Pompeii), 1st c. CE

**From:** [Nicole Danielle](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** SF Film Incentive  
**Date:** Monday, January 26, 2026 10:44:36 PM

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Dear committee,

Please include Oakland, and Niles in honor of Charlie Chaplin.

Can/will support in any way I can.

Thank you so much.  
Excited.

Respectfully,  
Nicole Azalee Danielle

**From:** [Jonathan Hsieh](#)  
**To:** [Board of Supervisors \(BOS\)](#)  
**Subject:** In support of bringing films to San Francisco (File No. 251225)  
**Date:** Tuesday, January 27, 2026 11:42:38 AM

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear San Francisco Board of Supervisors,

I am writing to express strong support for the proposed updates to the San Francisco Film Commission's Scene in San Francisco incentive program. These changes are essential to restoring San Francisco's competitiveness in today's incentive-driven industry and ensuring our city continues attracting projects that create jobs, drive spending, and showcase the best of who we are.

Working for the Center for Asian American Media and CAAMFest, the world's leading showcase of Asian American stories in San Francisco every May, I've come to see how essential Film SF and the incentive program are to cultivating creative communities and honoring San Francisco's amazing legacy as a film destination and iconic world city. The independent filmmakers we work with make up a robust and supportive network of bold storytellers who make this city special, and so may long for the opportunity to work and film here, if only there is the support and resources to do so.

Strengthening this program is not simply about growing the film sector - it is about supporting small businesses, driving hotel nights, boosting local vendors, expanding creative and technical job opportunities, and reaffirming San Francisco as a world-class destination for innovation and storytelling. With these enhancements, the city stands to gain millions in new economic activity that would otherwise go elsewhere.

Thank you for your service to San Francisco, and your thoughtful consideration of these improvements to the Scene in San Francisco incentive program that will bolster our local communities through the power of storytelling.

With gratitude,

Jonathan

--

**Jonathan Hsieh** | Development & Partnerships Manager (he/him)  
Center for Asian American Media  
145 Ninth St., Ste. 350  
San Francisco, CA 94103  
tel: 415-863-0814 x300

**For over 45 years, the Center for Asian American Media (CAAM) has been dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible.**

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BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## MEMORANDUM

TO: Manijeh Fata, Executive Director, Film Commission

FROM: Victor Young, Assistant Clerk *Victor Young*

DATE: December 15, 2025

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Rules Committee received the following proposed Ordinance:

File No. 251225

Ordinance amending the Administrative Code to expand the definition of tax exempt entities for use fees, updating the process for notification guidelines concerning film production activities that may cause parking or traffic obstructions, updating definitions for the film rebate program, updating the film rebate amounts, and authorizing the Executive Director to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

If you have comments or reports to be included with the file, please forward them to Victor Young at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [victor.young@sfgov.org](mailto:victor.young@sfgov.org).

(attachment)

President, District 8  
BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Tel. No. 554-6968  
Fax No. 554-5163  
TDD/TTY No. 544-5227

**RAFAEL MANDELMAN**

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**PRESIDENTIAL ACTION**

Date:

To: Angela Calvillo, Clerk of the Board of Supervisors

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Madam Clerk,

Pursuant to Board Rules, I am hereby:

Waiving 30-Day Rule (Board Rule No. 3.23)

File No.

(Primary Sponsor)

Title.

Transferring (Board Rule No 3.3)

File No.

(Primary Sponsor)

Title.

From:

Committee

To:

Committee

Assigning Temporary Committee Appointment (Board Rule No. 3.1)

Supervisor:

Replacing Supervisor:

For:

(Date)

(Committee)

Meeting

Start Time:

End Time:

Temporary Assignment:

Partial

Full Meeting

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Rafael Mandelman, President  
Board of Supervisors

## Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one):

- ☒ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)  
(Routine, non-controversial and/or commendatory matters only)
- ☐ 3. Request for Hearing on a subject matter at Committee
- ☐ 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquires..."
- ☐ 5. City Attorney Request
- ☐ 6. Call File No. \_\_\_\_\_ from Committee.
- ☐ 7. Budget and Legislative Analyst Request (attached written Motion)
- ☐ 8. Substitute Legislation File No. \_\_\_\_\_
- ☐ 9. Reactivate File No. \_\_\_\_\_
- ☐ 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission    ☐ Youth Commission    ☐ Ethics Commission
- ☐ Planning Commission    ☐ Building Inspection Commission    ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes    ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Mandelman, Chan

Subject:

[Administrative Code - Film Commission Programs]

Long Title or text listed:

Ordinance amending the Administrative Code to expand the definition of tax exempt entities for use fees, updating the process for notification guidelines concerning film production activities that may cause parking or traffic obstructions, updating definitions for the film rebate program, updating the film rebate amounts, and authorizing the Executive Director to enter into licensing agreements for the use of the Film SF logo and other Film Commission trademarks on merchandise.

Signature of Sponsoring Supervisor:

