

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

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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.

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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,



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,

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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.

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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

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 Bempong](#)
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

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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.

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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,

Maria F. León

510-502-2369

[IMDb](#)

[Website](#)

From: [Paula Arrigoni](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: [Daniel Diaz](#)
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.

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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,
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 39rys 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

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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

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.

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

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

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

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**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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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@lindsayschierbarth.com](mailto:hello@lindsayschierbarth.com)

**From:** [Laura Gomez-Mesquita](#)  
**To:** [brent.jalipa@sfgov.or](mailto:brent.jalipa@sfgov.or); [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.*



## 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.



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](mailto: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](#)

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

*(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,

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. 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.

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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

**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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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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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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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 loose 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](mailto:jordanlivingston@gmail.com)  
(415) 342-3143

- Jordan

-----  
Jordan Livingston

DIGILOID Inc.  
(415) 342-3143 | [info@DIGILOID.com](mailto: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.

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**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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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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