

1 [Urging OEWD, Film SF, and the Film Commission to Coordinate a Plan to Attract a Major
2 International Film Festival to Come to San Francisco]

3 **Resolution urging the Office of Economic and Workforce Development (OEWD), Film**
4 **SF, and the Film Commission to coordinate a comprehensive plan to attract a major**
5 **international film festival to come to San Francisco, including submitting a bid to the**
6 **Sundance Institute to relocate the Sundance Film Festival in advance of the 2026**
7 **expiration of the Institute’s contract with Park City, Utah.**

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9 WHEREAS, San Francisco has a rich heritage of pioneering and preserving the artistic
10 craft of cinema, and owes this identity as much to its unique visual backdrops, iconic
11 landmarks, and immediately recognizable neighborhoods and skyline, as it does to the
12 impressive roster of film talent that have found their artistic inspiration and industry beginnings
13 in the City by the Bay; and

14 WHEREAS, According to the San Francisco Film Commission’s data, more than 319
15 films and television shows have been shot in San Francisco, with an average of around six
16 per year since 2000; and

17 WHEREAS, San Francisco’s Office of Economic and Workforce Development’s
18 (OEWD) Film SF office and the Film Commission have released a hopeful and inspiring 2022-
19 2023 Impact Report, on file with the Clerk of the Board of Supervisors in File No. 240448,
20 which is hereby declared to be a part of this resolution as if set forth fully herein, which
21 identifies the Office’s work to rebuild the film industry in the wake of the COVID-19 pandemic,
22 and includes highlights such as the \$19 million direct economic contribution that film
23 production made to San Francisco’s economy last year, the successful inaugural Spotlight on
24 San Francisco at the 2023 Sundance Film Festival organized by Film SF Executive Director,
25 Manijeh Fata, and Film Commission President and Vice President, Villy Wang and Jack Song,

1 as well as the exciting trend of a new generation of Bay Area filmmakers choosing to film in
2 San Francisco; and

3 WHEREAS, Film SF has also undertaken a laudable convening and organizing of
4 community stakeholders into a film coalition that is strategizing and advocating for ways to
5 improve and diversify the film industry, both economically and socially, including looking at
6 incentives for filmmakers, producers, crew members, audio engineers, acting and voice talent,
7 and identifying opportunities for City partnership, as well as potential arts and workforce
8 production facilities acquisitions; and

9 WHEREAS, San Francisco has a rich history of single-screen and independent film
10 theaters, from the Castro Theater to the Roxie Film Centre to the Exploratorium's outstanding
11 film department; and

12 WHEREAS, The Sundance Institute, the non-profit organization that runs the legendary
13 west coast Sundance Film Festival, has announced that its 13-year contract with Park City,
14 Utah is set to expire in 2026, and that it will begin a review process to determine whether it
15 should relocate to a more optimal location; and

16 WHEREAS, San Francisco is uniquely situated to be the ideal location to host the
17 Sundance Film Festival, not only because of a shared west coast aesthetic and ideology that
18 value innovation and independent creativity, but also given its hospitality and travel industries'
19 metropolitan offerings, its tight-knit crossover collaborations with a diversity of arts and culture
20 non-profits and institutions, its network of film theaters, screenings rooms, and film
21 organizations, its Transit-First walkability and connectivity, and its proximity to three major
22 international airports; and

23 WHEREAS, Under the bold leadership of the Film SF and a newly energized Film
24 Commission, San Francisco is primed to initiative a master plan for attracting and supporting
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1 a major international film festival that could generate billions of dollars in interventions into the
2 local economy and creative partnerships for decades to come; now, therefore be it

3 RESOLVED, That the Board of Supervisors urges the Office of Economic and
4 Workforce Development, Film SF, and Film Commission to coordinate a comprehensive plan
5 to attract a major international film festival to San Francisco, including submitting a bid to the
6 Sundance Institute to relocate the Sundance Film Festival in advance of the 2026 expiration
7 of the Institute’s contract with Park City, Utah; and, be it

8 FURTHER RESOLVED, That the Board of Supervisors urges that the comprehensive
9 plan include input from and coordination with film, entertainment, hospitality, and community
10 stakeholders, including but not limited to, non-profit film coalition stakeholders, the arts and
11 entertainment community, independent theater companies and private theater venues, SFO
12 International Airport, SF Travel, Golden Gate Restaurant Association, the Hotel Council, and
13 the Building Owners and Managers Association; and, be it

14 FURTHER RESOLVED, That the Board of Supervisors urges a progress update within
15 the next six months.

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