



SACRAMENTO  
Film + Media



# ANNUAL REPORT

2024

Prepared by:  
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*City of*  
**SACRAMENTO**



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# A WORD FROM THE FILM COMMISSIONER

In 2024 the entertainment industry in California continued to recover from the effects of the pandemic and WGA and SAG-AFTRA strikes. Major studios began restructuring, reducing production budgets, and issuing layoffs. The industry saying was “Survive ‘til 2025” and then our friends in Los Angeles suffered devastating wildfires.

This year promises to be a pivotal one for California’s entertainment industry, Governor Newsom called for an expansion of the California Film & Television Tax Credit Program from \$330 million to \$750 million per year. FLICS (Film Liaisons in California State), which I am a member, join a growing community of organizations, including the Entertainment Union Coalition and California Production Coalition, to support the program’s much-needed expansion. As a member of the Legislative Committee for FLICS, in March I will join my colleagues from across the State to meet with Legislators to share our support of the expanded program and suggest future changes.

While independent films (indies), followed by web content and documentaries continue to be our most popular forms of content, Sacramento served as the setting for a major motion picture. The Warner Bros. film helped us achieve our overall success with dramatic increases in Sacramento spend, hotel nights and local hires. Two note-worthy independent films, No Address and Sacramento, will bring notoriety to our area when they release in March and April 2025.

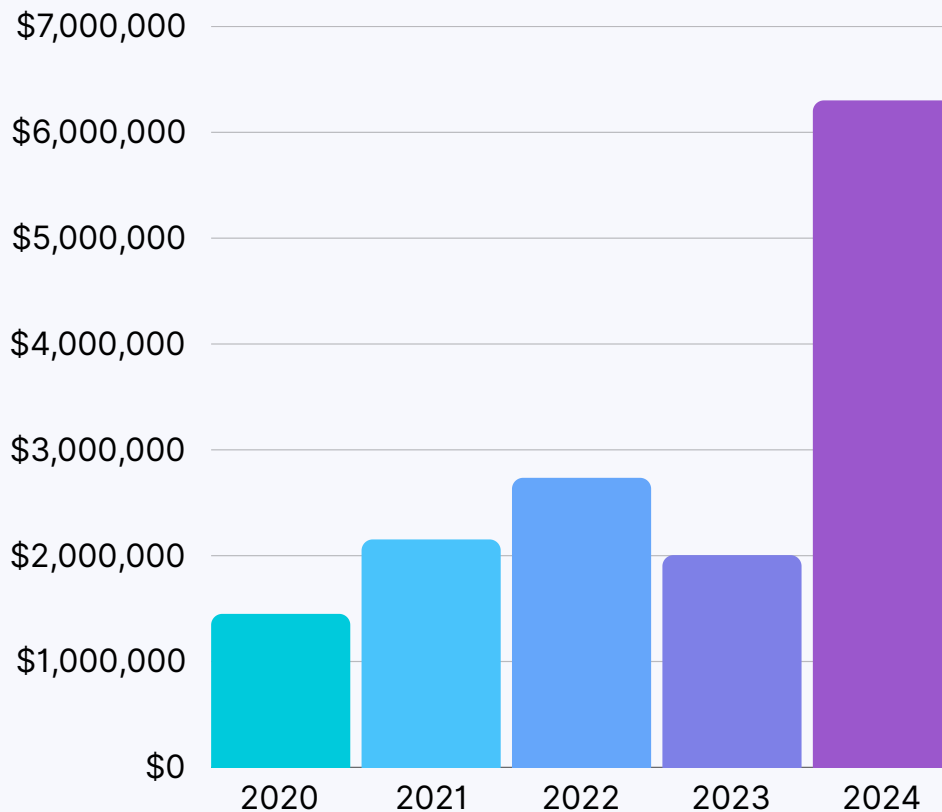
This year saw the creation of the Entertainment Services Division in the City, bringing together Film, Special Events, and Entertainment Permitting. Our new division hired three Administrative Technicians to lighten the load and is working with vendors to developing a comprehensive, user-friendly online permitting system to streamline the application, review, and approval process for all the division permit types.

I continue to be proud of the diverse quality of content made in Sacramento, with filmmaker Roberto Fatal achieving Sundance recognition for his short film *En Memoria*. I look forward to another year of supporting our local filmmakers.

In gratitude,  
Jennifer West, Sacramento Film Commissioner

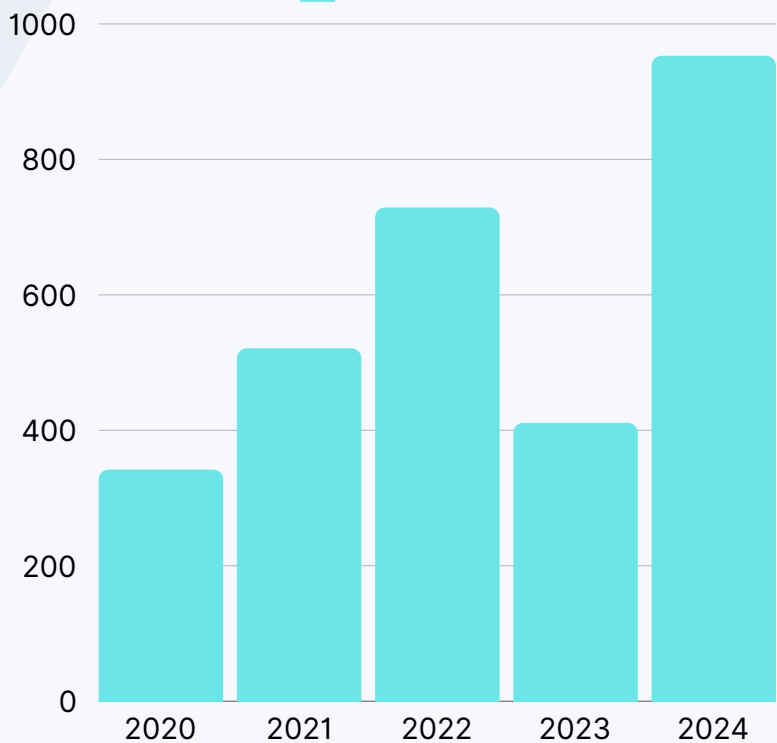
# ECONOMIC IMPACT

Sacramento saw significant gains in local spending, local hires, and hotel nights due to the Warner Bros. feature which filmed in February 2024. These gains suggest that a yearly local incentive could attract additional big-budget productions.

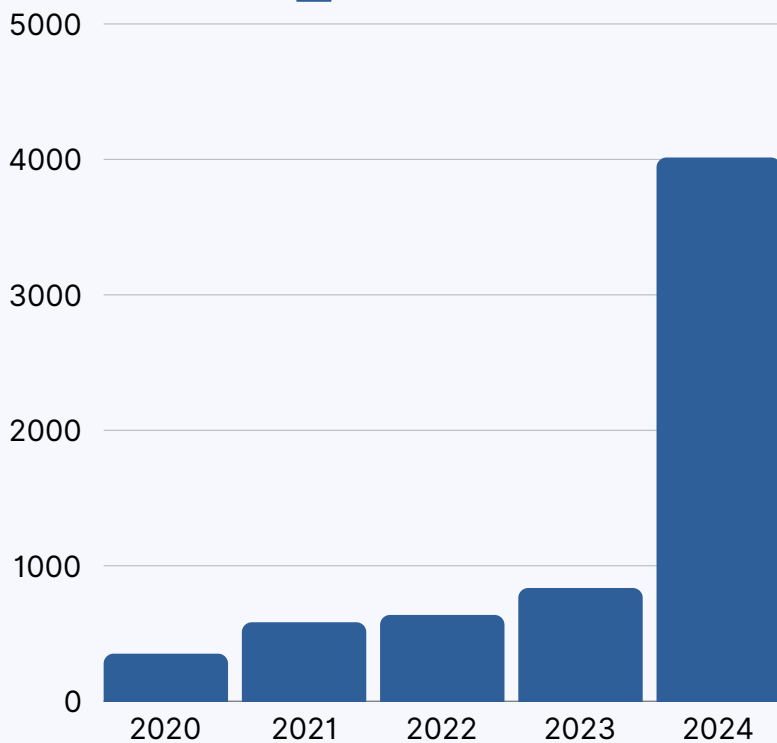


# ECONOMIC IMPACT

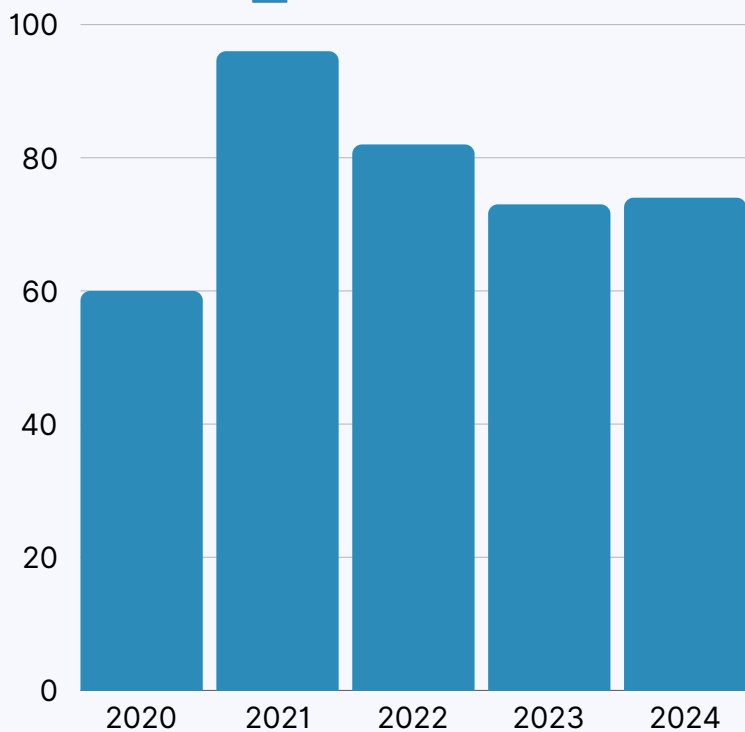
# of Local Hires



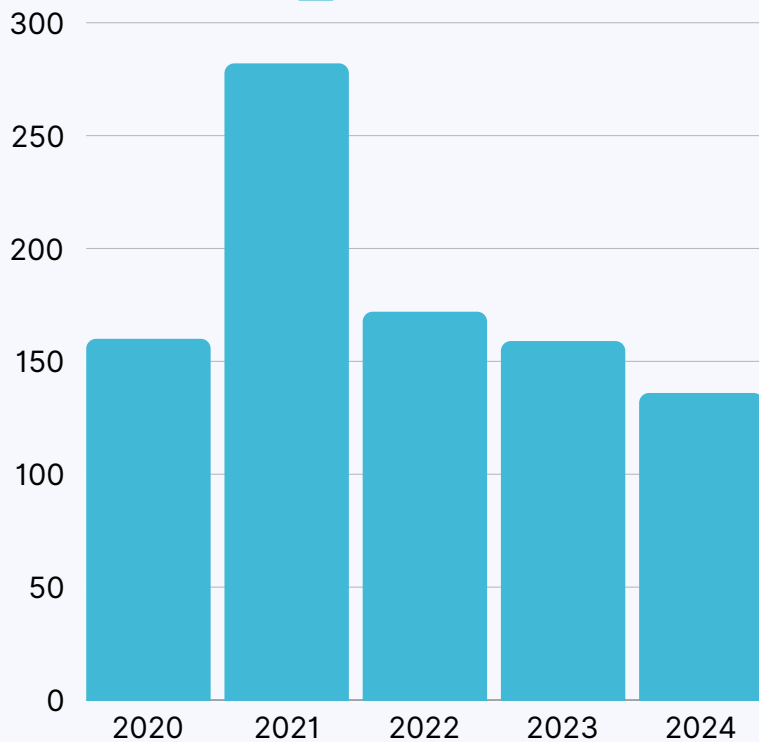
# of Hotel Nights



# of Permits Issued

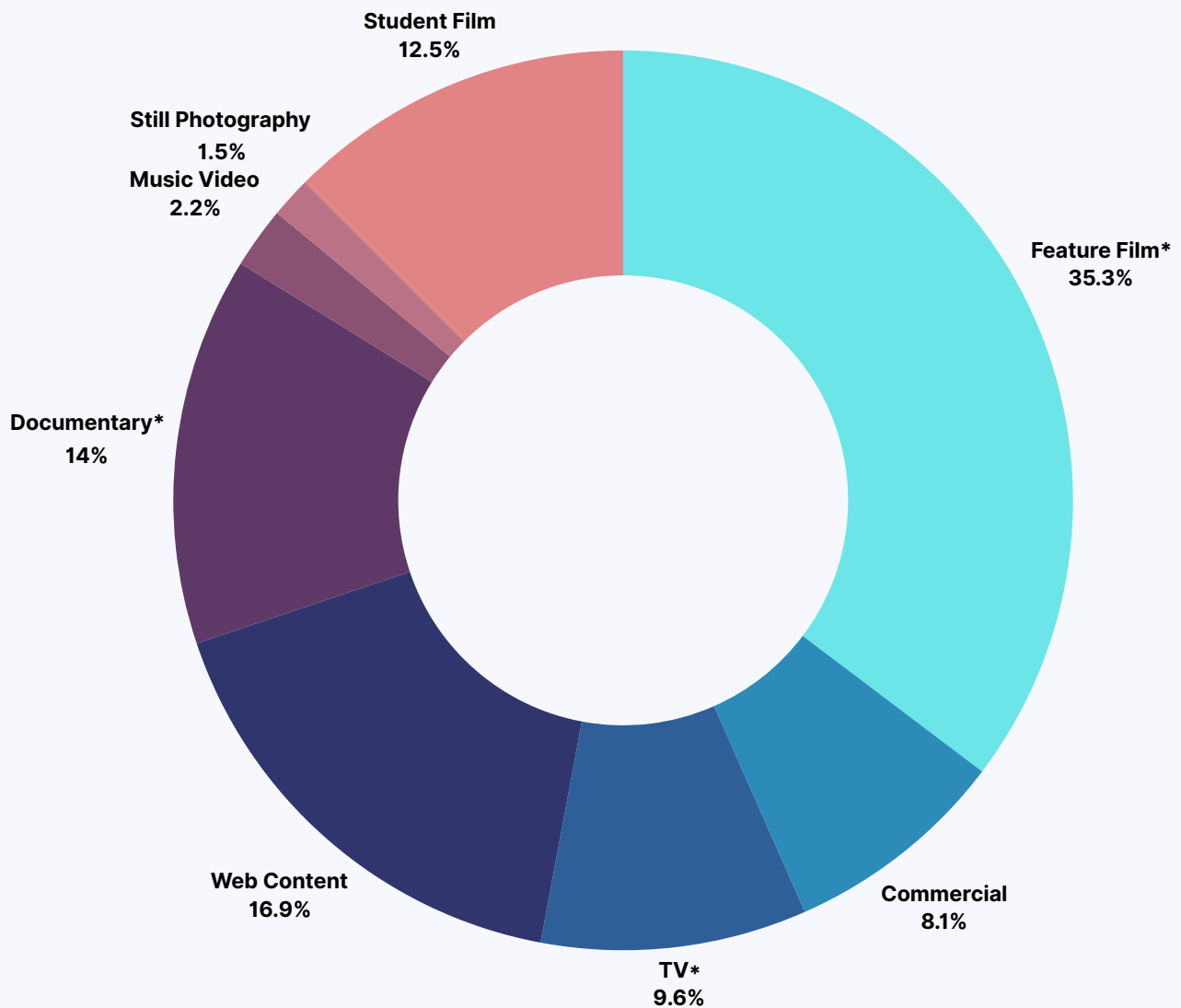


# of Film Days



# ECONOMIC IMPACT

## Type of Production



\*Feature Film includes shorts; documentary includes PSA and industrials; TV includes series, pilots and reality

# COMMUNITY SUPPORT

Film Festival  
Sponsorships  
\$4,000

NorCal Film  
Expo  
\$9,550

NorCal Film  
Summit  
\$5,000

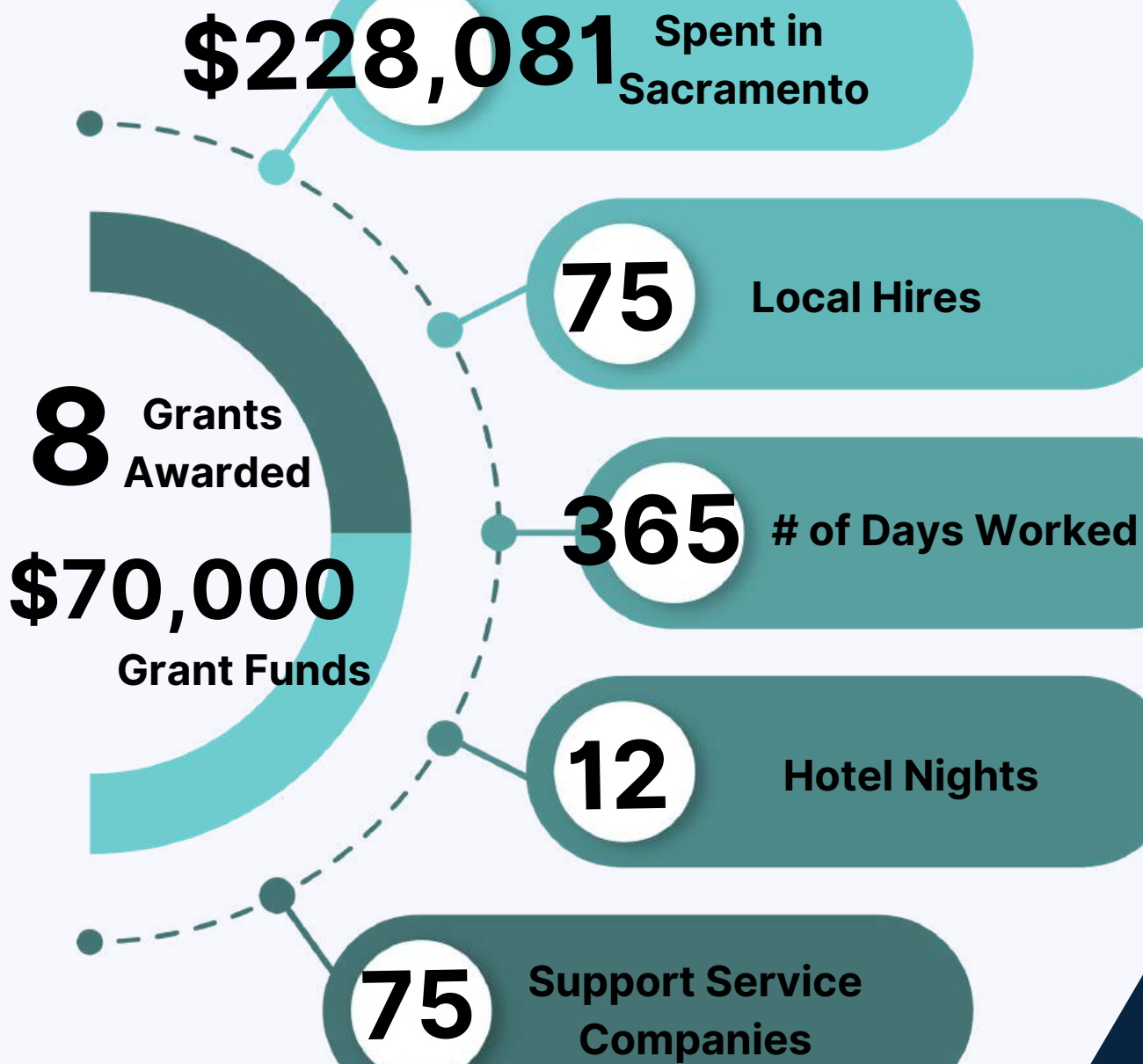


Paid Internships  
\$7,600

PA Training  
Courses  
\$5,550

Film Grants  
Awarded  
\$70,000

# GRANT PROGRAM



Link to [Previously Awarded Grantees](#)



# FILM HIGHLIGHTS

Warner Bros. Pictures filmed in downtown Sacramento February 2024. Sightings of Leonardo DiCaprio, Sean Penn, and Teyana Taylor, along with over 150 crew members were seen in the downtown area. Helicopters, chases and car crashes, brought excitement and economic impact to our community. In total, the film spent \$5.3 million in the City of Sacramento. *The Untitled Paul Thomas Anderson Film* is set to release August 2025.

Pictured is filming in Improv Alley and a set visit from Lobbyist Alex Torres, State Senator Angelique Ashby's former Chief of Staff Katie Hanzlik, Producer Sara Murphy, Location Manager Michael Glaser, WB Lobbyist Greg Hayes, Mayor Kevin McCarty with daughters Barbara and Victoria, Film Commissioner Jennifer West.



Photo Credit Rachelle Martin

# FILM HIGHLIGHTS



Photo Credit Jesse Mariut

*No Address*, which filmed mostly in 2023, completed filming in February 2024. The film brought sightings of William Baldwin, Beverly D'Angelo, Ashanti, Isabella Ferreira, Lucas Jade Zumann, Ty Pennington and Mark S. Allen. Filmed entirely in the Sacramento region, this independent film had an economic impact of roughly \$3 million and releases February 28, 2025. Thank you to Robert Craig Films for putting our local crews to work!



Photo Credit Kelsey Edwards

# FILM HIGHLIGHTS

Michael Angarano, writer, producer, director, and star, brought his impromptu road trip film *Sacramento* to our city in 2023. The film, also starring Michael Cera, Maya Erskine, and Kristen Stewart is set to release April 11, 2025. Some of the iconic film locations that Sacramentans will recognize and which highlight Sacramento as a film destination include Gunther's, Sacramento Waterfront, Tower Bridge, and numerous downtown bars.



Michael Angarano and Maya Erskine riding scooters in East Sac



Michael Cera at Stop and Shop gas station on Folsom Blvd. at 33rd Street.

Photo Credit Rachelle Martin

# FILM HIGHLIGHTS



I was honored to nominate and join Location Manager Michael Glaser and team in Los Angeles where they won a COLA Award for Location Team of the Year - Studio Feature for the Untitled Paul Thomas Anderson Film. See a full list of winners [here](#).

Congratulations to filmmaker Roberto Fatal for their recognition at the Sundance Film Festival for the short film *En Memoria*. Roberto was a recipient of the Sacramento Film + Media grant allowing them to bring to life a dystopian future where a mother struggles to finish making her daughter's Quinceañera dress.



Photo Credit Getty Images

# LOOKING AHEAD

## **5 Year Plan**

As the film office wraps up five years in the City of Sacramento, we are looking to the community and our film advisors to help develop the next five year plan.

## **Newsletter**

We will release our first Entertainment Services Division newsletter in the next few months and quarterly thereafter. Be sure to [subscribe](#) for important updates, events, and grant opportunities.

## **Incentive**

Sacramento Film + Media is looking to release a pilot Film Rebate Program July 1, 2025 in conjunction with the California Film Commission's CA Film & TV Tax Credit Program and Film San Francisco's Rebate Program.

## **Networking Opportunities**

The film office is anticipating hosting two film networking events this year. We are currently looking for space. Stay tuned to our newsletter and social media channels for details.

# CONTACT OUR OFFICE



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