

## HOW TO MARKET YOUR CITY TO THE FILM INDUSTRY

Washington Filmworks (WF) has been working with local contacts throughout the state to create a strong film liaison network. A film liaison is an individual that usually has relationships with the local fire and police departments, the chamber of commerce as well as businesses and property owners. The liaison becomes an industry point person who could help represent their city or county. In most communities, this is a person already employed by the city or county, often in the chamber, visitor's bureau, economic development division or other government office.

The following are basic guidelines for marketing your city and surrounding areas to film productions.

- Build a photo library of possible filming locations. Use a digital camera to photograph your city and surrounding areas. Feature sites that cannot be found elsewhere in the state or that have unique characteristics or resemble other eras. Include historic buildings, industrial areas, homes, streets, scenic roads, schools, unique structures and grand vistas.
- Send copies of these photos to WF for our online location database. This database houses photos from across the state and its goal is to showcase the diversity of looks we have in Washington. Productions have access to this database and WF also uses it as a tool to send out location packages to film productions who are considering filming their projects in our state.
- Compile a list of contacts in your area, making sure to include phone number and email address:
  - Film liaison in the community that a production would contact.
  - Agency that issues permits.
  - Police or sheriff's department or whatever agency that handles traffic control.
  - Parks department.
  - Any other contacts that may be useful to filmmakers.
- Compile a list of local support services available for production:
  - Hotels, motels, inns.
  - Restaurants, catering services.
  - Transportation services, including rental cars, boats and planes.
- Organize a Familiarization Trip. Invite local location managers and scouts to come visit your city to showcase the community. WF can help you with this.

# Washington Filmworks

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- If you get a film production in your area, please notify WF. We will gladly provided assistance and we keep track of all productions filmed on Washington.
- If you are interested in becoming a liaison for WF or have questions, please contact us at (206) 264-0667 or [info@washingtonfilmworks.org](mailto:info@washingtonfilmworks.org)