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*****PRESS RELEASE*****

SUPERVISOR MANDELMAN INTRODUCES LEGISLATION TO BOOST SAN FRANCISCO'S FILM INDUSTRY AND BRING MORE PRODUCTIONS TO THE CITY

Expansion and Updates to the “Scene in San Francisco” Incentive Program Will Increase Rebates, Reimburse All City Fees and Support Local Workers, Businesses, and Filmmakers

San Francisco — Today, Board President Rafael Mandelman introduced legislation to modernize and strengthen San Francisco's film incentive program, ensuring the city remains competitive in attracting film and television productions while supporting local workers, businesses, and the broader creative economy. Co-sponsored by District 1 Supervisor Connie Chan, the legislation incentivizes local expenditures and encourages productions to hire local talent, contributing to San Francisco's economic vitality.

“When film productions choose San Francisco, they showcase the city we love and invest directly in the people who live and work here,” said **Board President Rafael Mandelman**. “More than 16,000 local crew members and actors have had job opportunities because of this program, and a single production can generate millions in local spending. As localities across the state compete to attract more film production, San Francisco must stay in the game. Strengthening our film incentive program will keep jobs in San Francisco and help ensure this important economic activity doesn't bypass us.”

“San Francisco's film rebate program has long been budgeted but often underutilized, this is why I support this legislative update so we can ensure the original intent and benefits of the program can be fully materialized,” said **Supervisor Connie Chan**. “I expect the film rebate program to deliver robust job opportunities for workers, creative promotion of our City through films that will boost tourism and increase sales tax revenue with film industry spending”

Established in 2006, the *Scene in San Francisco* incentive has been one of the city's most impactful economic development tools for the creative sector, generating \$93 million in economic impact. As nearly 120 incentive programs globally shape production decisions and the film industry evolves, expanding the rebate program is essential to sustaining San Francisco's competitiveness. The legislation updates the incentive structure for eligible productions by creating a tiered rebate model: a 10% rebate on qualified local spending (SF-resident wages and goods and services) up to \$1 million, a 20% rebate on spending above that amount, and a 100%

rebate on all City agency fees, including permits, police services, real estate and more, resulting in up to \$1 million in savings.

“We’ve been laser focused on making it easier to do business in San Francisco, and that includes supporting the workers and creators who keep our film industry alive,” said **Mayor Daniel Lurie**. “Strengthening this incentive program gives productions real reasons to choose San Francisco, hire local talent, and spend their dollars in our neighborhoods. Thank you, Board President Mandelman and Supervisor Chan for leading on this smart investment in the creative economy that helps define our city.”

Since the *Scene in San Francisco* program began, it has rebated \$7.4 million to participating productions, supported 46 productions, 16,000 local crew and actor hires, delivered more than \$26 million in wages, and driven more than \$68 million in spending at city-based businesses—a return of \$12.68 for every incentive dollar provided.

“San Francisco is the most cinematic city in the world, and these bold changes will not only elevate our brand but drive more production to our city. By expanding rebates, incentivizing local spending, and deepening our commitment to local hiring, this legislation strengthens the creative ecosystem that fuels our culture and economy. We’re not just attracting productions—we’re supporting the San Franciscans whose livelihoods are tied to this industry and helping local businesses and filmmakers thrive. This is exactly the kind of smart, future-focused investment that keeps San Francisco competitive on the global stage,” **Manijeh Fata, Executive Director, San Francisco Film Commission**.

“San Francisco has a cinematic legacy, including being among the first to introduce a local incentive program, and this long-overdue update to the *Scene in San Francisco* Incentive Program finally gives our city the competitive tools it needs to honor that legacy and encourage attracting and retaining more film and series production,” said **SAG-AFTRA spokesperson**. “SAG-AFTRA San Francisco-Northern California Local membership support these changes to help keep film and television jobs here, strengthen our small businesses, ensure San Francisco remains a vibrant, sought-after backdrop for storytellers around the world and an epicenter for creative collaboration.”

“Improving our *Scene in San Francisco* Incentive Program will open a wider range of creative talent and filmmaking to our city,” said **Tony Delorio, Principal Officer, Teamsters Local 665**. “The Teamsters along with our affiliated film crafts union are proud to support this program which keeps jobs here while showcasing our beautiful community. By strengthening the *Scene in San Francisco* Incentive Program, labor and local business will benefit and thrive.”

“IATSE wholeheartedly supports the improvements to San Francisco’s Scene in San Francisco Incentive Program. These changes finally give our city the tools it needs to compete, protect union jobs, and keep production work here at home. At a moment when too much work is leaving the Bay Area, this program directly invests in local crews, union vendors, and small businesses. It will help stabilize jobs, strengthen the middle class, and ensure that film and television projects can grow in San Francisco without sacrificing fair pay or safe working conditions. With these enhancements, San Francisco is sending a clear message that it values its creative workforce. Our members are ready to get back to work,” stated **James Beaumonte, Business Agent, Secretary, IATSE Local 16.**

Earlier this year, Governor Gavin Newsom expanded the California Film and Television Tax Credit Program — increasing annual funding from \$330 million to \$750 million and drawing a new wave of productions back to the state. By expanding the *Scene in San Francisco* incentive program, the city aligns with the statewide momentum and will be positioned to better attract and retain businesses, compete within the broader incentive-driven industry, support local workforce and send a clear signal that San Francisco welcomes film and television.

“Over my two decades as President of the San Francisco Film Commission, I’ve seen firsthand the incredible talent, diversity, and professionalism of our local crew and creative workforce. San Francisco has always been a world-class filming destination, but our previous rebate program from 2006 is antiquated. These updates to the *Scene in San Francisco* Incentive Program are exactly what our city needs to attract high-quality projects, keep jobs and investment flowing into our city,” said **Villy Wang, San Francisco Film Commission President.**

“Strengthening the Scene in San Francisco incentive program is a forward-thinking move that will elevate the city’s competitive edge, help attract world-class productions, and drive meaningful investment into local talent and small businesses,” said **Veronica Sullivan, Head of Global Production External Affairs & State Government for NBCUniversal.** “These changes will create jobs, fuel the creative economy, and showcase San Francisco’s unique character to audiences everywhere—cementing its role as a premier global destination for storytelling.”

“As a filmmaker, small business owner, and former Drag Laureate of San Francisco, I’ve seen firsthand how essential the *Scene in San Francisco* incentive is to bringing our city’s stories to life. I used the program for two of my features, *Shit and Champagne* and its sequel *Lady Champagne*, and it allowed me to hire incredible local crew - especially talented queer artists who make our creative community so vibrant - and to keep these films rooted right here in the city that inspired them. This updated incentive program gives filmmakers like me the real tools we need to tell authentic San Francisco stories, and I can’t wait to see - and make - even more

films that celebrate our city's unapologetic spirit," stated **D'Arcy Drolling, Filmmaker, Business Owner, and Inaugural Drag Laureate.**

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