



4/16/2026

San Diego County Board of Supervisors

1600 Pacific Highway

San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of the **Chula Vista Entertainment Company**, I am writing to express our strong support for the establishment of the **San Diego County Film Initiative**, including the creation of a **San Diego County Film Commission**, a staffed **Film Office**, and a competitive **local incentive program** to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

The **Chula Vista Entertainment Company** proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

Aaron David Roberts

CEO/Founder

Chula Vista Entertainment Company

aaron@chulavistaec.com

760-443-7894



04/14/2026

San Diego County Board of Supervisors

1600 Pacific Highway

San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

I have owned and operated the San Diego-based lighting and grip company, Available Light here since 1998. I have worked at length with the San Diego production community, as well as the previous San Diego Film Commission.

I am writing to express my strong support for the establishment of the **San Diego County Film Initiative**, including the creation of a new **San Diego County Film Commission**, a staffed **Film Office**, and a competitive **local incentive program** to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into

jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for film production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

Available Light proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

James JT Teiper

Owner/Operator

Available Light

1-760-505-1605

JTeiper@AvailableLightAndGrip.com





April 14 2026

San Diego County Board of Supervisors

1600 Pacific Highway

San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of **Casa Sur Hacienda**, I am writing to express our strong support for the establishment of the **San Diego County Film Initiative**, including the creation of a **San Diego County Film Commission**, a staffed **Film Office**, and a competitive **local incentive program** to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

[Organization Name] proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

Ricky Ricardo Villa

Casa Sur Hacienda Founder

729 2nd Avenue Chula Vista California 91910

646-526-3545

Hola@CasaSur.Club

California IATSE Council

Brigitta Romanov
President
(818) 848-8200

Greg Reeves
Secretary
(818) 954-0728

Anthony Pawluc
Treasurer
(818) 434-1940



April 14, 2026

**San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101**

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of the California IATSE Council, I am writing to express our strong support for the establishment of the San Diego County Film Initiative, including the creation of a San Diego County Film Commission, a staffed Film Office, and a competitive local incentive program to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated county wide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

[Organization Name] proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

**Brigitta Romanov
President
California IATSE Council
bromanov@cdgia.com
818.848.2800 x1**



April 15, 2026

San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of the San Diego & Imperial Counties Labor Council, AFL-CIO (SDICLC), I am writing to express our strong support for the establishment of the San Diego County Film Initiative, including the creation of a San Diego County Film Commission, a staffed Film Office, and a competitive local incentive program to help attract, grow, and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction, growth, and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the



framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

The SDICLC proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

In Solidarity,

Brigitte Browning
President, San Diego & Imperial Counties Labor Council, AFL-CIO



4/15/26

San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of the San Diego Regional East County Chamber of Commerce, I am writing to express our strong support for the establishment of the **San Diego County Film Initiative**, including the creation of a **San Diego County Film Commission**, a staffed **Film Office**, and a competitive **local incentive program** to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

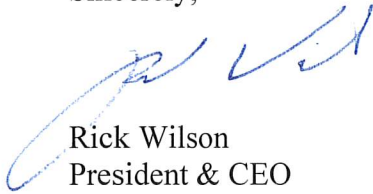
For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

The San Diego Regional East County Chamber of Commerce proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,



Rick Wilson
President & CEO
San Diego Regional East County Chamber of Commerce
rickw@eastcountychamber.org
619-440-6161



EUC

Entertainment Union Coalition

California IATSE Council | Directors Guild of America | LiUNA! Local 724 | SAG-AFTRA |
Teamsters Local 399 | American Federation of Musicians | Writers' Guild of America – West |
International Brotherhood of Electrical Workers Local 40

April 14, 2026

San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of the Entertainment Union Coalition, representing 167,000 women and men who work in California, we are writing to express our strong support for the establishment of the **San Diego County Film Initiative**, which includes the creation of a **San Diego County Film Commission**, a staffed **Film Office**, and a competitive **local incentive program** to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has in the past been a very desirable location for shooting film and television productions, with a range of wonderful locations, a creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What the city has lacked in recent years, is a coordinated countywide structure to support, market, and grow our industry.

As we have seen in other communities across the state, a formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy because it is an investment in the local economy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.



The Entertainment Union Coalition supports the San Diego County Film Initiative and hopes the County of San Diego will move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Rebecca Rhine".

Rebecca Rhine
President, Entertainment Union Coalition

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0080
(916) 319-2080
FAX (916) 319-2180

DISTRICT OFFICE
276 CHURCH AVENUE, SUITE D
CHULA VISTA, CA 91910
(619) 498-8580
FAX (619) 498-8508

Assemblymember.Alvarez@assembly.ca.gov
<https://a80.asmdc.org/>

Assembly California Legislature



DAVID A. ALVAREZ
ASSEMBLYMEMBER, EIGHTIETH DISTRICT

COMMITTEES
CHAIR, BUDGET SUBCOMMITTEE NO. 3 ON
EDUCATION FINANCE
BUDGET
EDUCATION
GOVERNMENTAL ORGANIZATION
INSURANCE
WATER, PARKS, AND WILDLIFE
JOINT LEGISLATIVE BUDGET

April 21, 2026

Supervisor Terra Lawson-Remer
Chair, Board of Supervisors
County of San Diego
1600 Pacific Highway
San Diego, CA 92101

Re: Support for San Diego County Film Initiative

Dear Chair Lawson-Remer,

As the Assemblymember representing California's 80th Assembly District, I am pleased to support the San Diego County Film Initiative. An initiative that represents a major opportunity to strengthen our regional economy and create pathways to high-quality jobs, particularly in South San Diego County, a region with tremendous potential that has historically been underinvested.

Film and television production is a powerful economic engine that brings millions in local spending to hotels, restaurants, transportation providers, construction trades, and small businesses. It creates hundreds of quality jobs, from skilled trades and technical crews to creative and post-production careers.

The San Diego County Film Initiative is a key opportunity for our region to develop the Chula Vista Entertainment Complex, which has the potential to become a major production hub in Southern California. It would anchor film and television production in South County, while driving investment, workforce development, and industry growth.

Last year, I worked with Senator Steve Padilla and other partners to strengthen California's Film and Television Tax Credit Program. This included a 35% base tax credit rate for certain productions, an uplift of up to 15% for out-of-zone labor and expenditures, and an expanded eligibility for episodic and animation projects. These reforms create stronger incentives to make San Diego County more competitive.

South San Diego County sits at the center of a vibrant binational region connected with Tijuana. A cross-border region that offers unique locations, rich cultural storytelling opportunities, and access to a talented bilingual workforce. The San Diego County Film Initiative would help promote the region, streamline production logistics, support workforce development, and ensure local businesses benefit from production spending.



STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0080
(916) 319-2080
FAX (916) 319-2180

DISTRICT OFFICE
276 CHURCH AVENUE, SUITE D
CHULA VISTA, CA 91910
(619) 498-8580
FAX (619) 498-8508

Assemblymember.Alvarez@assembly.ca.gov
<https://a80.asmdc.org/>

Assembly California Legislature



DAVID A. ALVAREZ
ASSEMBLYMEMBER, EIGHTIETH DISTRICT

COMMITTEES
CHAIR, BUDGET SUBCOMMITTEE NO. 3 ON
EDUCATION FINANCE
BUDGET
EDUCATION
GOVERNMENTAL ORGANIZATION
INSURANCE
WATER, PARKS, AND WILDLIFE
JOINT LEGISLATIVE BUDGET

I strongly support the Board of Supervisors and its efforts to establish a San Diego County Film Initiative that would position the region as a competitive destination for film and television production. Coordinated local action is essential for San Diego County to fully capitalize on available state incentives and maximize economic opportunities for our community.

Sincerely,

A handwritten signature in blue ink that reads "David Alvarez".

David Alvarez
Assemblymember, 80th District

CC: Supervisor Paloma Aguirre, District 1
Supervisor Joel Anderson, District 2
Supervisor Monica Montgomery Steppe, District 4
Supervisor Jim Anderson, District 5



STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0080
(916) 319-2080
FAX (916) 319-2180

DISTRICT OFFICE
276 CHURCH AVENUE, SUITE D
CHULA VISTA, CA 91910
(619) 498-8580
FAX (619) 498-8508

Assemblymember.Alvarez@assembly.ca.gov
<https://a80.asmdc.org/>

Assembly California Legislature



DAVID A. ALVAREZ
ASSEMBLYMEMBER, EIGHTIETH DISTRICT

COMMITTEES
CHAIR, BUDGET SUBCOMMITTEE NO. 3 ON
EDUCATION FINANCE
BUDGET
EDUCATION
GOVERNMENTAL ORGANIZATION
INSURANCE
WATER, PARKS, AND WILDLIFE
JOINT LEGISLATIVE BUDGET

April 21, 2026

Supervisor Terra Lawson-Remer
Chair, Board of Supervisors
County of San Diego
1600 Pacific Highway
San Diego, CA 92101

Re: Support for San Diego County Film Initiative

Dear Chair Lawson-Remer,

As the Assemblymember representing California's 80th Assembly District, I am pleased to support the San Diego County Film Initiative. An initiative that represents a major opportunity to strengthen our regional economy and create pathways to high-quality jobs, particularly in South San Diego County, a region with tremendous potential that has historically been underinvested.

Film and television production is a powerful economic engine that brings millions in local spending to hotels, restaurants, transportation providers, construction trades, and small businesses. It creates hundreds of quality jobs, from skilled trades and technical crews to creative and post-production careers.

The San Diego County Film Initiative is a key opportunity for our region to develop the Chula Vista Entertainment Complex, which has the potential to become a major production hub in Southern California. It would anchor film and television production in South County, while driving investment, workforce development, and industry growth.

Last year, I worked with Senator Steve Padilla and other partners to strengthen California's Film and Television Tax Credit Program. This included a 35% base tax credit rate for certain productions, an uplift of up to 15% for out-of-zone labor and expenditures, and an expanded eligibility for episodic and animation projects. These reforms create stronger incentives to make San Diego County more competitive.

South San Diego County sits at the center of a vibrant binational region connected with Tijuana. A cross-border region that offers unique locations, rich cultural storytelling opportunities, and access to a talented bilingual workforce. The San Diego County Film Initiative would help promote the region, streamline production logistics, support workforce development, and ensure local businesses benefit from production spending.



STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0080
(916) 319-2080
FAX (916) 319-2180

DISTRICT OFFICE
276 CHURCH AVENUE, SUITE D
CHULA VISTA, CA 91910
(619) 498-8580
FAX (619) 498-8508

Assemblymember.Alvarez@assembly.ca.gov
<https://a80.asmdc.org/>

Assembly California Legislature



DAVID A. ALVAREZ
ASSEMBLYMEMBER, EIGHTIETH DISTRICT

COMMITTEES
CHAIR, BUDGET SUBCOMMITTEE NO. 3 ON
EDUCATION FINANCE
BUDGET
EDUCATION
GOVERNMENTAL ORGANIZATION
INSURANCE
WATER, PARKS, AND WILDLIFE
JOINT LEGISLATIVE BUDGET

I strongly support the Board of Supervisors and its efforts to establish a San Diego County Film Initiative that would position the region as a competitive destination for film and television production. Coordinated local action is essential for San Diego County to fully capitalize on available state incentives and maximize economic opportunities for our community.

Sincerely,

A handwritten signature in blue ink that reads "David Alvarez". The signature is fluid and cursive, with the first name "David" being larger and more prominent than the last name "Alvarez".

David Alvarez
Assemblymember, 80th District

CC: Supervisor Paloma Aguirre, District 1
Supervisor Joel Anderson, District 2
Supervisor Monica Montgomery Steppe, District 4
Supervisor Jim Anderson, District 5





Local 600
International Cinematographers Guild

April 13, 2026

San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

Re: Letter of Support for the San Diego County Film Initiative

Dear Chair and Members of the Board of Supervisors,

On behalf of Local 600, I am writing to express our strong support for the establishment of the San Diego County Film Initiative, including the creation of a San Diego County Film Commission, a staffed Film Office, and a competitive local incentive program to help attract and retain film, television, commercial, streaming, and digital media production in our region.

San Diego County has all of the core ingredients needed to compete in this space. We have world-class locations, a deep and growing creative workforce, strong labor and industry partners, educational institutions, small businesses, hospitality infrastructure, and communities that are eager to participate in a stronger local production economy. What we have lacked is a coordinated countywide structure to support, market, and grow this industry at the scale it deserves.

A formal Film Commission and Film Office would help bring consistency, strategy, and accountability to regional film efforts. Together, these entities would improve coordination across jurisdictions, streamline communication, support production attraction and retention, and provide the infrastructure needed to make San Diego County more film-friendly and business-ready.

A local incentive program is also an important part of that strategy. Other regions across California and the country are actively investing in this industry because they understand that production drives real economic activity. Film and television production generates spending across a wide range of sectors, including hotels, restaurants, transportation, construction, rentals, retail, post-production, catering, public services, and skilled labor. These are not abstract benefits. They translate into jobs, local business revenue, workforce opportunity, and broader economic visibility for the region.

OFFICES

WESTERN REGION

Los Angeles (National Office)
7755 Sunset Blvd
Los Angeles, CA 90046
(323) 876-0160
(323) 878-1162 Fax

EASTERN REGION

New York City
70 W. 36th St., 9th Floor
New York, NY 10018
(212) 647-7300
(212) 647-7317 Fax

CENTRAL REGION

Atlanta
1355 Peachtree St. NE, #1060
Atlanta, GA 30309
(404) 888-0600
(404) 888-6593 Fax

Chicago
850 W. Jackson Blvd. Suite 220
Chicago, IL 60607
(312) 243-3841
(312) 243-4275 Fax

New Orleans
(504) 708-4224
(504) 324-0727 Fax



Local 600
International Cinematographers Guild

For San Diego County, this initiative represents more than a film policy. It is an economic development strategy. It is an opportunity to create jobs, support local vendors, strengthen career pathways, elevate regional identity, and position San Diego as a serious destination for production. It also creates the framework to better connect industry growth with workforce development, community benefit, and long-term regional planning.

We believe this is the right moment for the County to act. With the proper structure in place, San Diego can begin building a more competitive, coordinated, and sustainable production economy that benefits workers, businesses, institutions, and communities throughout the region.

Local 600 proudly supports the San Diego County Film Initiative and urges the County of San Diego to move forward with establishing the Film Commission, Film Office, and related production attraction tools needed to make this vision a reality.

Thank you for your leadership and consideration.

Sincerely,

Alex Tonisson
National Executive Director
ICG, Local 600
atonisson@icg600.com
(323)876-0160

OFFICES

WESTERN REGION

Los Angeles (National Office)

7755 Sunset Blvd
Los Angeles, CA 90046
(323) 876-0160
(323) 878-1162 Fax

EASTERN REGION

New York City

70 W. 36th St., 9th Floor
New York, NY 10018
(212) 647-7300
(212) 647-7317 Fax

CENTRAL REGION

Atlanta

1355 Peachtree St. NE, #1060
Atlanta, GA 30309
(404) 888-0600
(404) 888-6593 Fax

Chicago

850 W. Jackson Blvd. Suite 220
Chicago, IL 60607
(312) 243-3841
(312) 243-4275 Fax

New Orleans

(504) 708-4224
(504) 324-0727 Fax