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Virginia Film and Television Industry Experiences Tenth Year of Growth

RICHMOND, Va. – Governor Mark R. Warner announced that the economic impact of Virginia’s film and video industry for 2001 was \$190,202,496, a five percent increase over the 2000 reported amount of \$181,103,491. This marks the tenth year in which the economic impact of the film and video industry has increased, having grown more than 600 percent since 1991 when the impact was reported to be \$30 million.

Governor Warner stated, “I am proud to announce the tenth consecutive year of growth for this important industry, which is an excellent complement to Virginia’s highly developed technology sector. The future is bright for the continued expansion of film and television production in the Commonwealth.”

For the first time, Northern Virginia reported the greatest economic impact, with a total of \$84,149,266. This was partly due to the presence of technology-based companies specializing in multi-media and post production. In addition, portions of several high-profile projects such as the ABC television series, “The West Wing,” and the feature film, “The Sum of All Fears,” were shot in the area. The central region, including Richmond, reported production impact of \$48,000,372, slightly more than Hampton Roads, which reported \$44,719,280. The Southwest/Shenandoah region also saw an increase to \$13, 333,740, due partially to the production of the feature film “Gods & Generals.”

Virginia Film and Television Production 2001

Project Type	Projects	Production Days	Revenue
Commercials	1200	2200	\$12,025,901
Documentaries	19	468	\$5,569,002
Films	12	299	\$28,124,980
Television	278	433	\$43,247,444
Videos	2370	6137	\$19,170,054
Other	N/A	N/A	\$82,065,115
TOTALS	3879	9537	\$190,202,496.

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Several feature films were shot in the Commonwealth in 2001. These included segments for the Steven Spielberg film "Minority Report," starring Tom Cruise, which was filmed in Gloucester County and is scheduled for a June 2002 release. Writer John Grisham and producer Hugh Wilson filmed "Mickey," a story about Little League baseball which was shot in and around Richmond, while the prequel to the film "Gettysburg" was shot in Lexington, Lynchburg and the Staunton area. Several smaller independent feature films were also shot in Virginia including "The Goose Creek Story" in Northern Virginia, "Identity Lost" near Roanoke, and "The Snowflake Crusade" and "For Real" in the Richmond area.

In the television sector, the hit television show "The West Wing" shot in Northern Virginia; and the pilot for an ABC television series "The Runner" was shot in Richmond, while a pilot for the CBS series "The Agency" was filmed in part in Northern Virginia. Granada Television returned to Virginia from England to shoot the television special "Waltons' Cast Reunion."

Major television commercials that were shot in Virginia in 2001 included ads for Crest Toothpaste, Acura, BMW and Busch Gardens.

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Data for this report is based on information compiled by the Virginia Film Office and is acquired through surveying production companies within the state and nationwide and from Film Office records. Data is also received from local and regional agencies, including economic development, convention and visitors bureaus, and tourism agencies.

This type of data is reported using an economic multiplier of 2.12 percent. Economists who study the economic benefits brought by any industry to a state or locality, have found that spending in the community has a much greater impact than the investment made by the industry alone. In a report by economist David Friedman for the Alliance of Motion Picture Arts and Sciences, he stated that the multiplier for the film industry is 2.12.

The Virginia Film Office is a division of the Virginia Tourism Corporation

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