

COMMONWEALTH OF VIRGINIA
Office of the Governor

Timothy M. Kaine
Governor

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**GOVERNOR KAINE ANNOUNCES FILM & VIDEO
INDUSTRY HAD RECORD ECONOMIC IMPACT IN 2005**

~ 1,800 Projects, \$221 Million in Economic Activity ~

RICHMOND – Governor Timothy M. Kaine announced today that the film and video industry had an economic impact of \$221,142,952 in Virginia in 2005, the highest ever reported and a 14 percent increase over the 2004 figure of \$192,080,611.

The Virginia Film Office, a division of the Virginia Tourism Corporation, surveyed production companies within the state and nationwide. Information also was compiled from local and regional agencies, including economic development offices, convention and visitors bureaus and tourism agencies. The data uses an economic multiplier of 2.12 percent, which is an accepted industry standard.

“The strong, double-digit increase shows Virginia continues to be a powerhouse in media production,” said Governor Kaine. “We are able to offer a wide range of film locations, many with authentic historic settings, coupled with a strong industry infrastructure and experienced workforce.”

“Our strength continues to be projects centered on historic themes, and Virginia’s ability to portray Washington, D.C.,” said Virginia Film Office director Rita McClenny. “Virginia remains competitive even though we do not offer the incentives that are available in 25 other states that compete with us for this film and video activity.”

For the first time since 2000, the Central Virginia area that includes Richmond reported the largest impact, totaling \$88,687,444. Pre-production on the HBO television mini-series “John Adams” helped to put Central Virginia on top. Hampton Roads continues to excel in the production of cable television and video programming, with an impact of \$69,434,331. Northern Virginia’s high-tech post-production industry helped to bring the impact from that area to \$58,596,747. The western portion of the state posted \$4,424,440 in film and video activity.

Two major feature films were shot in the state in 2005. In October, “**Mission: Impossible III**,” starring Tom Cruise, utilized sites in Richmond, Hampton Roads, and

Northern Virginia. The film was shot in Richmond’s Shockoe Bottom and in Northern Virginia on the 14th Street Bridge connecting Arlington County and Washington, D. C. In Hampton Roads, a dramatic chase scene was filmed along the Chesapeake Bay Bridge-Tunnel. A replica of a portion of the Bridge-Tunnel was built in Los Angeles for special-effects shots and close-ups.

Clint Eastwood was also in Virginia shooting scenes at Arlington National Cemetery for “**Flags of Our Fathers,**” scheduled for a fall 2006 release. Based on the bestselling book by James Bradley with Ron Powers, the story chronicles the battle of Iwo Jima and the ultimate fate of the men in the iconic photograph depicting the raising of the American flag.

Virginia Film and Television
Production 2005

Project Type	Projects	Production Days	Revenue
Commercials	871	2,845	37,902,095
Documentaries	40	319	2,757,367
Films	18	357	9,016,670
Television	315	1,701	85,488,671
Video	556	2,642	48,621,733
Post-Production	N/A	N/A	37,356,416
TOTALS	1,800	7,864	\$221,142,952

Television production continued to grow in the Commonwealth as well, with cable and reality TV having the greatest impact. The ABC pilot “Commander in Chief,” starring Gena Davis, was the fourth show produced in Virginia by writer/director Rod Lurie.

Suffolk-based New Dominion Pictures produced five cable television programs in 2005 including “Buried Secrets,” “FBI Files,” “A Haunting,” “Indycar Racer,” and “Psychic Investigators.”

Reality television was also present with the filming of the entire BET series “College Hill” in Petersburg. Other reality television shows to visit Virginia included “The Amazing Race,” “Court TV,” “Generation Renovation,” and “Wife Swap.”

Major commercials shot in the state included Nike, Ford, Mercedes Benz and Super 8 Motel, while documentaries included “African American Lives,” “Discovery,” “The Right Stuff,” and “Nightmare at Jamestown.” Virginia’s post-production industry, including editing and sound production, continued to thrive, particularly in Northern Virginia.