film **PARK COUNTY**

FILM COMMISSION PROPOSAL / 2026

In collaboration with the **Colorado Office of Film, Television and Media** (COFTM), and with the endorsement of the **BOCC**, the **Park County Regional Film Commission** has recently been revised and updated. While this new film office currently acts as a liaison to the state, it has potential to support several of the goals in the new Park County Strategic Plan, including to (6.) evolve and expand tourism, and to (7.) diversify the economy and expand livelihoods in Park County. A Park County Film Commission will support this goal.

There is a lot of excitement and positive energy in the film industry in Colorado - the announcement of the Sundance Film Festival relocating to Colorado, personnel changes in the state film office, and interest in promoting rural areas and opportunities. Now is the time to take action.

Attached is a report describing the economic impact film production and film tourism can have on an area.

Following is a breakdown of how Lukacs & Associates, operating as the Park County Regional Film Commission, can bring film production back to Park County. These are preliminary costs depending on final agreed scope of work and not to be taken as a final quote.

SCOPE OF WORK / FILM PARK COUNTY

January – December, 2026

1. Administration and operation of the Park County Regional Film Commission (part-time) — $ 6,000.00
    - Partner with the CO Office of Film, Television and Media and attend regional and state meetings
    - Attract productions
    - Serve as the initial point of contact for film related questions and activities and provide information to production companies and filmmakers regarding permits, crews and local services and resources.

2. Website — $ 1,000.00
    - Create website (partially funded by COFTM)
    - Web domain, hosting, maintenance and regular updates to web page content

3. Social Media — $ 1,500.00
    - Create a social media presence.
    - Regular updates and posts

4. Marketing, PR, promotion $ 2,000.00
    - Create logo
    - Market to industry publications, leads, and organizations
    - Quarterly newsletter and/or MailChimp
    - Promotional materials
    - Film industry schmoozer for local filmmakers and crew

5. Create and maintain a reference library of location photos and film-friendly properties. $ 1,500.00

6. FUTURE PROJECTS: $ 3,000.00
    - Create a FAM tour for location scouts, producers and directors*

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Economic Impacts of Film Production and Film Tourism in Park County

Film production delivers significant and immediate economic benefits to rural and mountain communities. For Park County, attracting productions strengthens the local economy and expands creative opportunities.

Film production brings **direct, indirect, and long-term economic benefits.** Even small- and mid-scale productions generate meaningful local revenue, support small businesses, and elevate regional visibility.

Film production and film tourism can help draw visitors to rural communities.

1. Direct Local Spending

Film productions infuse money directly into the community through essential on-location needs.

Key areas of direct spending include:

- **Lodging:** Hotels, lodges, and short-term rentals benefit directly from production stays. A crew of 20 - 40 staying for even a few days can generate tens of thousands of dollars in lodging revenue.
- **Food & Catering:** Restaurants, cafés, breweries, grocery stores, and caterers see increased business. Productions often book multiple meals per day for every crew member.
- **Location Fees:** Productions pay a location fee to property owners to access and use their property for filming purposes.
- **Local Hiring:** Productions often hire various crew members, local talent and support services such as construction, snow plows and small machine operators.
- **Retail & Rentals:** Productions frequently spend heavily on last-minute or "set needs." Spending at local businesses such as hardware stores, lumber yards, construction suppliers, gas stations, and outdoor gear shops.
- **Services:** Vehicle repairs, office printing, cleaning, and logistical assistance.

These expenditures stay in the region and support local businesses immediately.

2. Enhanced Tourism & Film-Induced Travel

Film tourism is **one of the fastest-growing forms of cultural tourism**, especially in rural destinations. A film can reach millions of viewers - a level of exposure traditional tourism marketing budgets can't buy. On-screen landscapes often become bucket-list destinations.

Film and television productions are officially recognized as a driver of tourism in many regions. When a movie, TV show, or commercial is filmed in a location, that location gains visibility, cultural relevance, and public interest. This often leads to increased visitation as people travel specifically to see where filming happened, experience the landscapes on screen, or learn about the stories showcased.

Film tourism is considered part of the broader tourism industry because it **generates visitor spending and supports hospitality, retail, transportation, events, and local attractions.** States, regions, and countries increasingly track film-related tourism as an economic impact sector.

Screen exposure dramatically increases a region's visibility. Film tourism can create:

- Fans and travelers seek out filming locations
- Visitor spending
- Business purchases
- Subsequent productions
- Repeat tourism
- Job and wage cycles
- Exposure for an area and its heritage
- Showcase our unique landscapes, architecture, ranches and historical properties

3. Indirect & Induced Impacts

Film production stimulates economic activity beyond the immediate spend:

Job Creation & Skills Training - Film activity encourages:

- Youth engagement
- Internship pipelines
- Workforce development programs
- Upskilling opportunities for locals

Increased Demand for Creative Industries - Artists, musicians, photographers, and other creatives benefit through on-set opportunities, licensing and workshops.

4. Regional Branding & Visibility

Every production - commercials, documentaries, social media shoots, student projects, independent features, digital content - promotes Park County's landscapes, culture, and creative identity.

Positive media coverage creates national & international awareness and opens the doors for future productions.

A successful film-friendly shoot in the area creates networking opportunities among location scouts and producers for continued film productions. This visibility is valuable and compounds over time. A region becomes known for:

- Scenic landscapes
- Distinctive towns
- Outdoor recreation
- Western and mining heritage
- Historic downtowns and properties
- Unique architecture

5. Benefits Unique to Rural Mountain Communities

Rural film regions experience uniquely strong impacts:

- Boosts **off-season revenue** for tourism-driven businesses. Productions love spring/fall—traditionally slow months for tourism.
- Requires **minimal new infrastructure** - It is one of the few industries that can bring significant money **without new development.**
- Supports **small businesses** across the county which often rely on seasonal traffic.
- **Diversifies the local economy** beyond traditional tourism and recreation. Film is a clean, low-impact industry that complements outdoor recreation economies.
- **Minimal infrastructure burden** – It is one of the few industries that can bring significant money **without new development.**
- Encourages **youth engagement** and creative career development

Conclusion

Film production is a powerful economic catalyst for Park County bringing immediate spending, long-term tourism benefits, small-business support, and expanded creative opportunities. The Park County Regional Film Commission is uniquely positioned to harness these impacts, strengthening community vitality and promoting the region as a desired film destination.