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IS RIVERSIDE COUNTY THE NEW “EAST HOLLYWOOD”?
The California Film Commission designates Riverside County Economic
Development Agency’s Film Office as the new
“Riverside County Film Commission”

For the past 20 years film permits were processed by the Inland Empire Film Commission under the direction of Sheri Davis. When Davis announced her retirement earlier this year, the County Board of Supervisors felt it was the perfect time to bring those duties in-house. “We have been working side by side those who have built a base for filming in the Inland Empire and look forward sharing this expertise with productions coming to this County. The Film industry needs to have access to locations, crews and services at their fingertips,” stated Stephanie Stethem who is responsible for expediting the film permits at the new film commission.

In addition to the recent increase in State Tax incentives, the County’s revised Film Ordinance waives film permits fees and location fees for filming on County owned properties. Another great advantage of working with the Riverside County Film Commission is that Riverside County has a wealth of unique locations. County and privately owned locations span an immense area stretching from LA to the Arizona State line and include everything from Palm Springs in the Coachella Valley, vineyards in Temecula, to the forested mountain community of Idyllwild.

Riverside County resources also include established businesses that support the film industry such as LA Circus – a prop house and film location that has catered to the industry for 30 years. It’s no wonder that foreign direct investors are now looking at Riverside County to build full blown production studios as they are seeing the attractive possibilities of partnering with one of the fastest rising areas for film, TV, commercial and video production.

“For years, other states have seen the economic benefits of luring productions out of California,” said Riverside County Board of Supervisor Chairman Marion Ashley. “With all the incentives Riverside County has to offer, we feel that we have become a viable alternative to productions looking for out-of-state locations. Is it unrealistic to think that Riverside County will be branded as the new *East Hollywood*?”

Information about the Riverside County Film Commission and a database of locations please visit www.FilmRiversideCounty.com

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