

IMPACT OF THE FILM INDUSTRY IN MONTANA

The economic benefits of film industry productions in Montana are many. First, there are direct economic benefits of the money spent on wages, products, and services. The production company spends money with local businesses on lodging, clothing, groceries, restaurants, fabrics, lumber, hardware, office supplies, and laundry services. Individual cast and crew members may also spend money on leisure activities, books and magazines, and souvenirs. Even temporary “extras” and curious visitors from neighboring areas will spend additional dollars within the community hosting a production company.

Because most of the dollars spent is new money brought in from out of state, economists project that the film industry has a greater impact for Montana businesses and employees.

Productions also play a part to create and retain jobs within the state, as they allow Montana’s freelance film crew members and support services to earn their living. These commercial media projects are much like having new, medium-size businesses move into the community, generating thousands or millions of dollars of activity over a few months instead of a few years.

ECONOMIC IMPACT SNAPSHOT*

- **488** productions filmed
- **\$37 million** impact
- **\$92 million** generated by visitors who came to the state because of a film

*Based on 2006-2012 data. Institute of Tourism & Recreation Research, University of Montana, Missoula, MT

NOTABLE MONTANA FILM LOCATIONS

Bannack
The Ballad of Lefty Brown

Big Timber
The Horse Whisperer

Billings
Far & Away
Nebraska

Bozeman
Walking Out

Glacier National Park
What Dreams May Come

Glasgow
Northfork
Firefox

Havre
Winter in the Blood

Hi-Line
Forrest Gump

Libby
The Revenant
The River Wild

Livingston
A River Runs Through It
Certain Women
Wildlife

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FILM AMBASSADOR MONTANA



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MONTANA COMMUNITY FILM AMBASSADORS

The Film Ambassador's role is to field questions while creating long-lasting business relationships helping to create cinema moments that end up on screens of all sizes worldwide.

The Montana Film Office seeks individuals who have local knowledge and relationships to assist with a variety of film-related activities throughout the state.

These activities may include:

- taking initial calls from production companies searching for local filming locations (scouting)
- relaying location information
- communicating feasibility of filming regarding weather, agricultural conditions and community events
- submitting location photographs
- securing permits

This network of relationships is vital to maintaining a united front to attract productions to Montana.

Ambassadors are members of the community who are "in the know" and passionate about promoting assets and resources sought by location scouts. Perhaps an Ambassador is a longtime resident, seasoned crew member or someone well-versed in the art community.

Ambassadors are likely those who have developed relationships with inquiring film crews. They might be employed by the city, county or tribe, often in the local Chamber of Commerce, Visitor & Convention Bureau, or economic development organization.



ROLE OF THE FILM AMBASSADOR

The local Film Ambassador serves a liaison between the community and inquiring film crews and is often the first point of contact in the process of film site selection. Inquiries from film crews could range from simple to complex.

Here are some examples of actual inquiries:

- Request for traffic control...at 7:30am Monday morning. Filming is often more productive on a Sunday with the usual traffic.
- Requests to film in the National Parks ...in July. The NPS rarely allows filming at the height of summer, as millions of visitors are in the park.
- Requests for fields of ripe wheat...in May. Wheat doesn't reach its dry golden stages usually until July in Montana.

CASTING CALL

To become your community's Film Ambassador, contact:
406.841.2887 | kev.campbell@mt.gov

THE RIPPLE EFFECT

To provide authentic storytelling of Norman Maclean's novel "A River Runs Through It," producers selected the community of Livingston and then transformed it into 1920s Missoula. Local fly-fishing experts were consulted to guide the accuracy of the fishing scenes of what would become a critically-acclaimed film.

Filed 25 years ago, "River" is said to have hatched the fly-fishing industry in Montana. After the movie was released in 1992, veteran and rookie anglers descended on Montana in droves to fish the rivers in southwestern Montana where it was filmed (Boulder, Gallatin and Upper Yellowstone), and the Blackfoot where the story was set. The fly-fishing industry experienced a 60 percent increase for two years. Clearly, the economic ripple the film cast has been felt across Montana's trout streams and communities for decades.

Still, others who may not have taken up fly-fishing are still drawn to the state by the beauty reflected in the film, which won Philippe Rousselot an Academy Award for cinematography.



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