

ECONOMIC IMPACT OF FILM AND VIDEO PRODUCTION IN THE GREATER PHILADELPHIA REGION



CLIENT

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Econsult Corporation (Econsult) was retained by the Greater Philadelphia Film Office (the Film Office) to estimate the economic impact of the film, video and television production industry on the Philadelphia region's economy. The study made use of Econsult's Economic and Fiscal Impact Model to estimate the annual benefits of the industry to the region in terms of employment, wages, gross sales and state and local taxes.

The study also assessed the more qualitative benefits of the production industry, including an enhanced regional image, direct consumption benefits for current citizens, increased tourism, a strengthening of the regional higher education arts institutions, and new opportunities for career development for children in the region.

This involved deriving measures of economic success and the use of other program evaluation techniques to rate the Film Office's performance.

Econsult's analysis showed that, in addition to enhancing the region's image and increasing tourism activity, the film, video, and television industry had a significant economic and fiscal impact on the region. Between 1992 and 2000 the economic and fiscal benefits included \$229 million in direct expenditures, plus \$153 million in indirect expenditures, with employment impacts of 8,800 person-years, and over \$194 million in wages and salaries over the same period.