



Every live-action film ever made has been made somewhere. That simple rule has created a lot of opportunity for places both widely known and far from the beaten track. Filmmaking not only brings with it a lot of acclaim, it generates a lot of economic activity, not just in direct spending, but in the trickle down effect through economic multipliers. Not only do the locations, the crews and cast, and the vendors receive income, but those dollars are re-spent on local goods and services and generate tax revenue unrelated to the filmmaking process.

There are many reasons filmmakers have found our area: cultural attractions such as the Oregon Shakespeare Festival, recreational activities such as skiing, hiking, and rafting, and our agricultural products such as quality wine, cheese, and fruit. The Southern Oregon region, with its picturesque locations, film-friendly environment and talented workforce, has hosted many productions going back decades. But we are the epitome of “off the beaten track.”

We can't be content to sit back on our laurels of past successful productions or the passive discovery from our area's riches. We have to actively spread the word. Through local groups such as SOFaT and the Creativity Collective, aided at the state level in the Oregon Film Office, the Southern Oregon region has taken proactive steps to promote the region. The upcoming Creativity Collective Art Conference is one such major step. SOFaT is proud to support the effort, as it fits strongly into our goal to make Southern Oregon a perennial filmmaking destination.



Gary Kout  
Executive Director