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Since 1969, when the Film Commission began measuring such things, direct expenditures by film companies in Colorado have totaled \$420,644,504. This represents monies spent directly by film crews in Colorado.

To calculate the full economic impact of such activity, economists generally multiply by three*. This means that the total income generated by Coloradans as a result of film production activity during this time period was a staggering \$1,261,933,512.

This is conceivable when one considers the vast number of ways in which locals benefit from film production. From hotels to restaurants to car rentals to communication equipment to entertainment, Colorado has much to offer these "visitors".

There is no way to measure what effect film production has had on Colorado businesses. It is hard to quantify the benefits of being contracted by a major video production company--or of being included in the "special thanks" section at the end of a feature, for that matter.

If nothing else, film production is an exciting process. Our backyards and scenery are featured for all the world to see. This instills in us a sense of local pride and affects tourism in our state for years to come.

It's clear, when film companies choose Colorado, we all win!

*Nance, Kevin. "Movie Brings Business to Town". *The Tennessean*. May 1, 2001. Page 21.

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