



TITLE *FILM IN BROOKLYN*

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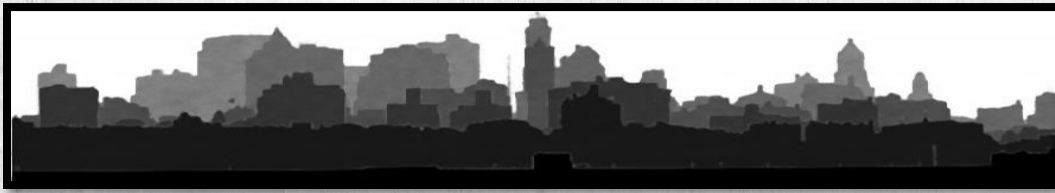
SCENE

TAKE

DECEMBER 22, 2015

BROOKLYN

FINAL PROJECT



BROOKLYN TAKES OVER PRIME TIME

In the last decade New York City has seen a boom in its film production. Recently Brooklyn has become more popular with production studios and become the backdrop for popular shows such as "Girls", "Blue Bloods", and "Gotham." While all five boroughs are utilized for filming, Manhattan and Brooklyn are the most popular (Dunne, 2015). One of the major factors behind this influx of filming in Brooklyn and all over NYC, is the generous financial incentives offered by New York State. However, this has led to constant filmmaking, especially in Brooklyn, where it has become a nuisance to its citizens. With the film industry generating \$7 billion in revenue for NYC as of 2015, filmmaking will only get more predominant throughout New York and Brooklyn. ("Office History," n.d.).

"MANHATTAN HAS ALWAYS TOLD THE STORY OF ASPIRATIONS AND WEALTH. NOW BROOKLYN IS TELLING THE STORY OF A REALLY UPWARDLY MOBILE PERSON"
(THE NEW YORK TIMES)

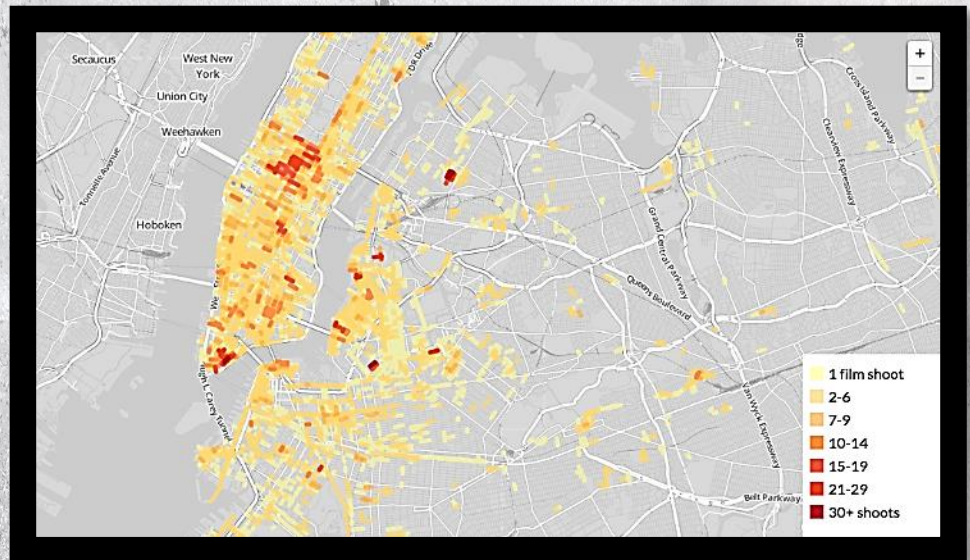


Figure 1: Filmed in NYC. This image showcases the most popular areas for filming in NYC. With Green point and Williamsburg, Brooklyn being some of the most utilized.

TAX INCENTIVES

New York is commonly used to film television shows and movies due to the tax incentives provided by the State. These incentives are offered throughout Pre-Production, Production, and Post-Production, as well as, for employing local residents as film and production crew ("New York State Film Tax Credit Program," n.d.). Marketing credits are also available, providing free advertising on subways, buses, and taxis for films and television shows made in NYC. The Mayor's Office of Film and Theater even mentions that police forces will be available for filming if needed. Location fees are also cheaper in Brooklyn, compared to Manhattan, making the borough even more lucrative. Brooklyn is now seen as a popular location in mainstream media, making it appealing to both viewers and filmmakers alike.

"OF THE \$420 MILLION, THERE IS A SET-ASIDE FOR THE POST-PRODUCTION CREDIT THAT WILL BE INCREASED FROM THE CURRENT \$7 MILLION TO \$25 MILLION PER YEAR BEGINNING IN 2015."
(FILM TAX CREDIT PROGRAM)



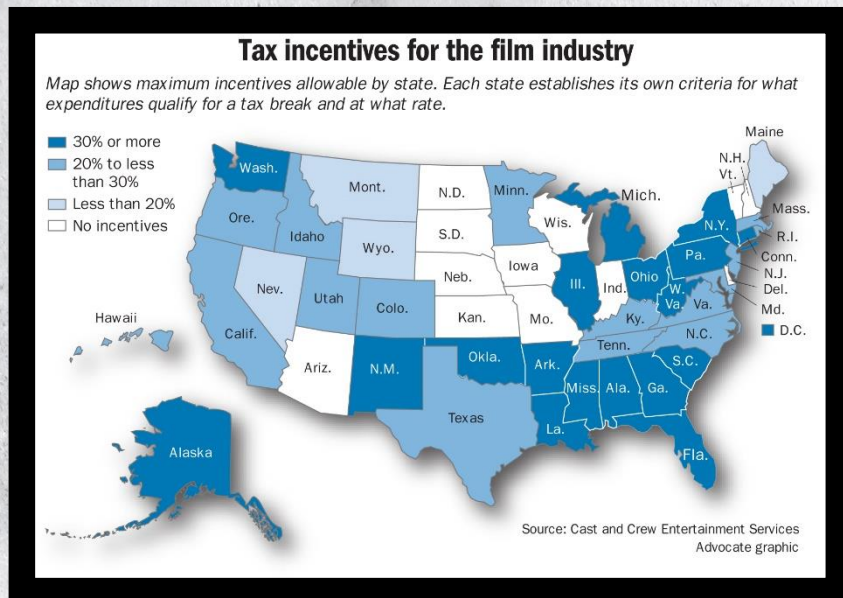
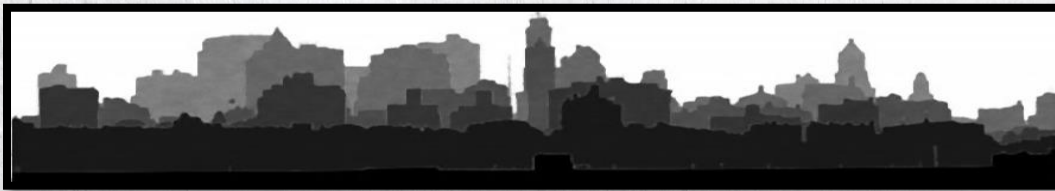


Figure 2. Tax Incentives for the Film Industry.

For the first time ever, in the 2013-2014 television season more TV pilots were filmed in New York City than were filmed in Los Angeles (Agard, 2014). New York State offers up to \$420 million annually in incentives, which is four times the amount offered by the state of California. Between 2004-2012 New York City saw the entertainment sector expand by 10,675 jobs, a 25% increase (Cox, G., & Lang, B., 2015). Out of twenty nine television series filmed in New York City, half of them were based in Brooklyn. With financial incentives and tax credit programs being extended into 2019, more and more movie studios are likely to film in Brooklyn and all over NYC in the years to come.

NEIGHBORHOOD FILMING IN BROOKLYN

Films are shot either on location (neighborhood filming) or at a studio like Steiner Studios. Both are utilized depending on what the film might need for a particular scene. Some movies and shows rely heavily on having authentic scenery for their scenes and the best way to get these are by filming directly on the streets of the city.

Brooklyn is widely known as a diverse borough with a wide range of people and cultures. When one thinks of Brooklyn they do not necessarily think of big-budget Hollywood productions or popular cable television series, but in recent years that has changed dramatically. In 2014, twenty nine television series were filmed in New York City, nearly half of those series, 14 were filmed in Brooklyn.

Many Brooklyn residents would say that the increase in filming in Brooklyn neighborhoods is partially due to the authentic New York experience that the borough offers. From brownstones to high rises, every neighborhood offers a different view of the New York experience that can be easily recognized on screen or substitute for other major cities as well.



Figure 3. Filming in Brooklyn. Filming of the TV show, "The Affair," in Brooklyn Heights.





RESIDENT DISPLEASURE WITH THE CONSTANT FILMING

While many people like the idea of their neighborhoods being used as film sets for television and movies, some local residents have grown frustrated with film crews regularly taking over their neighborhoods. Regular filming in neighborhoods such as, Brooklyn Heights, has caused many residents to complain about lack of parking and film crews not allowing locals to enter certain areas or streets during filming. As well as complaining about the noise that film productions create.

"IT DOES DIVIDE THE NEIGHBORHOOD. IF YOU PARK IN THE STREET OR DON'T LIKE THE CONGESTION, PEOPLE TEND NOT TO LIKE IT, THEN THERE ARE PEOPLE WHO OPEN UP THEIR HOUSES TO FILM CREWS, SO THEY MUST LIKE IT."

(BROOKLYN DAILY EAGLE)

Of course there are rules and regulations regarding what film crews can do while filming. Problems arise when crews disregard these rules and decide to do whatever they want. The Brooklyn Daily Eagle covered one such situation, where citizens were not allowed to enter a public promenade by a film crew even when it is illegal to do so. When reporters arrived to cover the scene, the film crew refused to comment (Abruzzese, 2015).



Figure 7. Filming Notification.

However, while filming may cause issues for local residents, it also brings tourism to less known neighborhoods and generates revenue for local businesses, especially those featured on television shows and movies. While residents might be divided between loving and hating film crews taking over their streets, the added noise and parking bans and restrictions on local streets, with incentives such as tax credits for filming in New York City and for employing residents, the amount of films and television shows made in Brooklyn are very likely to continue increasing in the future.

WHAT'S FILMING IN BROOKLYN RIGHT NOW?



Figure 4. Madame Secretary on CBS was filming at 16 St, Brooklyn on December 7th, 2015.



Figure 5. Gotham on Fox was filming at Steiner Studios on December 9th, 2015.



Figure 6. The Americans on FX was filming on 17th- 19th Street, Brooklyn on December 9th, 2015.





BROOKLYN FILM STUDIOS

Not all filming takes place on the streets of Brooklyn, a big portion of filming takes place in various studios throughout the borough. Such as:

- Steiner Studios
- Greenpoint Pictures
- Broadway Stages
- 40 Acres and a Mule Film Works

“AND FOR PRODUCTIONS SET IN LOCATIONS FARTHER AFIELD, THERE ARE TWO MAJOR STUDIOS, STEINER STUDIOS IN THE NAVY YARD AND BROADWAY STAGES IN GREENPOINT.”

(THE NEW YORK TIMES)

STEINER STUDIOS



Figure 8. Steiner Studios.

Located in the Brooklyn Navy Yard, Steiner Studios was founded in 2004 by David S. Steiner. This facility has brought in a considerable amount of filmmaking to Brooklyn. The studio has been utilized to film, big budget movies, long running television shows, and even popular commercials (“About,” n.d.).

While New York may not be on the same scale of film production as Hollywood, Steiner Studios is a step in that very direction. The studio also boasts on its website how it is a big supporter of the NY Film Production Tax Incentives Program, which undoubtedly brings in tons of potential film opportunities and will continue to do so in the future.

In 2012, shortly after the creation of the studio, an expansion project began. The expansion will lead to the creation of five new soundstages and bring the studio to 580,000 square feet. Not only allowing for more potential filmmaking, but the expansion would also create 2,000 permanent jobs and 1,800 temporary construction jobs. (“New York’s Motion Picture Industry: A Statewide and Regional Analysis,” 2014).



Figure 9. *Girls*.
Ongoing TV show,
2015-Present.

Figure 10.
Boardwalk Empire.
TV Series 2010-2014

Figure 11: *Brooklyn's
Finest*. Filmed in
2009.

Figure 12: *Spider
Man 3*. Filmed in
2007.





Figure 13. Greenpoint Pictures Logo.

GREENPOINT PICTURES

Greenpoint Pictures was started by Michael Kuhn and two friends, Jacob Lincoln and Niles Roth, out of a loft in Brooklyn. Since then, Greenpoint pictures has become a full service commercial production company.

This studio has ten directors from The Hudson Dusters, who have created commercials for the NFL and MLB, to Va\$htie, who was worked with various artists on their music videos, like Justin Bieber's One Time ("About - Greenpoint Pictures," n.d.).

BROADWAY STAGES

Founded by Tony Argento in 1983, Broadway Stages has evolved into a huge production stage for film, television, and music videos. Broadway Stages is currently expanding with a \$27 million conversion of the former Arthur Kill Correctional Facility into a film and television studio in Staten Island (Porpora, 2015).

Various television shows, such as, Royal Pains, Blue Bloods, The Good Wife, and the film, It's Complicated, have all been produced here ("Welcome," n.d.).

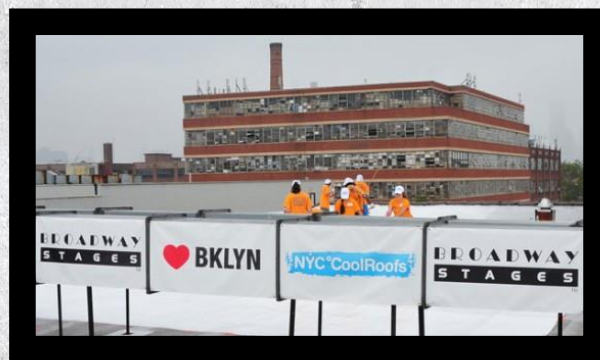


Figure 14. Broadway Stages



Figure 15. 40 Acres and a Mule Film Works Logo.

FORTY ACRES AND A MULE FILM WORKS

Located in Fort Greene, Brooklyn, this studio was founded by Spike Lee in 1986. The studio has helped facilitate the creation of multiple award nominated films, television specials, and student films over the past four decades. Aside from the films produced, 40 Acres has done expansive community outreach such as sponsoring local sports teams and leagues during summer tournaments, food and toy donations, SAT prep classes and creating academic newsletters throughout the year to encourage students to prepare for college. ("ABOUT US," n.d.).

While this studio may not be the powerhouse it was in late 80's and 90's, there is no doubt of the mark this studio has left on modern cinema.





THE FUTURE OF FILMMAKING IN BROOKLYN

In the past four years, Steiner Studios has been moving in the direction of contributing to growth of Brooklyn outside of the production process. In a 2012 press release from the office of former Mayor of New York Michael Bloomberg, it was announced that five new soundstages would be added as an incentive to make Steiner Studios “a hallmark of the City’s production industry” in both the employment and entertainment market (Lehman, 2012). Steiner Studios is making monumental steps towards making Brooklyn the future of film.

“A LITTLE OVER A DECADE AGO, NEW YORK CITY STRUGGLED TO ATTRACT THE LUCRATIVE PRODUCTION INDUSTRY TO FILM HERE. NOW THE CITY IS SUCH A POPULAR AND PROSPEROUS HOME TO HUNDREDS OF FILMS AND TELEVISION SHOWS, WE HAVE TO WORK HARD TO KEEP UP WITH THE DEMAND FOR STAGES AND PRODUCTION FACILITIES. THESE NEW SOUNDSTAGES AT STEINER STUDIOS WILL CREATE JOBS, AND EXPANDING OUR WORKFORCE DEVELOPMENT PROGRAMS WITH NEW GRANTS WILL HELP THE NEXT GENERATION OF PRODUCTION PROFESSIONALS START THEIR CAREERS ON THE RIGHT TRACK.”

~ Former Mayor Michael Bloomberg (Backstage)

Brooklyn College has also created its Graduate School of Cinema Studies, which is expecting its first graduating class in the spring. This will make Steiner the host of the first public grad school on a working lot. (“The City of New York Mayor’s Office of Media and Entertainment,” 2012).

Currently, the government is moving towards expanding incentives outside of the “Metropolitan Commuter Transportation District” (MCTD). The newest addition to the film program allows for an addition 10% tax credit until 2019 for productions with budgets over \$500,000 outside of the MCTD. This can shift some of the production work, changing the evergrowing film market in Brooklyn.



Figure 16. Steiner Studios Expansion.

Brooklyn may not be as popular as Manhattan for filmmaking, but that hasn’t stopped this borough from becoming a giant in the industry. Brooklyn has a rich history in film, a current boom with studios, and a bright future ahead for continuous filmmaking.





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