

**LIGHTS ★ CAMERA ★ ACTION!**



**BE A PLAYER**

## ReadingFilm Office promotes film and media production as an art form and economic driver.

### MISSION:

The ReadingFilm Office was founded to promote the region as a location destination for film and media production. We aim to develop a thriving regional film industry, and build community pride through events, educational programs, and economic development. We believe in lifting the voices of the under represented and meet the needs of the diverse community we serve.

### VISION:

The ReadingFilm Office will stimulate economic growth and prosperity by promoting film production, art, culture, and entertainment in the region. We will increase local pride and overall attractiveness of the City of Reading for residents, workers, and visitors. We will increase the visibility of Greater Reading as a national competitor in independent film production.

### CORE VALUES/BELIEFS:

We believe the ReadingFilm Office is in a unique position to create a positive worldview of the region.

**Inclusion:** As artists, business owners, and social activists we believe that organizations like ReadingFilm have the potential to raise up everyone in the community.

**Social change:** We believe that by harnessing the power of film to bring awareness to the issues facing communities, we can create social change. Our focus on independent filmmakers and youth is important to reaching this goal.

Film as a platform for empowerment. We believe in the power of the narrative in this effort. Who tells the stories we hear and see matters immensely. By raising up the voices of the disenfranchised, we empower our communities to choose the endings to their stories.

Arts as a catalyst for building community. We believe that Reading, with its vibrant arts scene and prime location, has the opportunity to build on what we've started and become a thriving film production community, strengthening the economy, and improving the quality of life for its citizens.



Home of the ReadingFilmFEST

ReadingFilm.org



Movie, TV shows, and Commercials filmed in Philadelphia, Pittsburgh, or Erie represent hundreds of jobs lost for local creative workers, millions of dollars not being spent in our local economy, and a lost opportunity to showcase our amazing region to the world. The goal of the ReadingFilm office is to send a message to the film

**Lights - Spotlight the area as a location destination for film and building partnerships**

**Camera - Creating an environment that supports filmmakers and industry workers through creative programs and educational opportunities**

**Action - Facilitating filmmakers, studios, and community partners to tell the story of Reading on the Rise**

industry that Greater Reading is ripe for film production.

By embracing a collaborative community approach, engaging programming, and creative marketing we can ignite a thriving film industry — creating art and jobs at the same time. This effort requires ReadingFilm's creative team to be in the room to help storyboard our path forward and drive needed action.

It has been four years since I started this work in building a path forward with Tracy Schott, RFO Board President, government officials, and a wide array of film stakeholders and community leaders. We've come a long way and have a real opportunity to tell the story of Greater Reading on the rise. I look forward to being a part of the awesome economic force that film production represents for the residents and businesses of Greater Reading.

We look forward to listening and learning from each other as we create growth and opportunity for the individuals and economy of Greater Reading while ensuring the world sees Greater Reading on the big and small screens as the vibrant and special place it truly is.

Lastly, I want to thank Mayor Moran and the city council for showing their support and commitment to the art of film and for recognizing the film, television, and commercial industries as key drivers of economic growth and a provider of high-quality jobs with outstanding compensation and benefits.

With your support, we can advance a holistic and coordinated approach to strengthen and grow and diversify the industry in Greater Reading.



**Cammie Harris, MBA**  
Executive Director



**The economic value of the arts and cultural production** in the United States contributes more than twice the amount generated by mining (including oil and gas extraction). The motion picture industry adds more to the US economy than the total value added by automobile manufacturing.”  
— U.S. Bureau of Economic Analysis





## How Pennsylvania Supports Film

Pennsylvania has been home to many film, television and commercial productions. That's because our region offers an incredible variety of landscapes, locations, production services and talented crew members—and a great tax credit.

Pennsylvania offers a 25% tax credit to qualifying film productions who spend at least 60% of their budget in Pennsylvania. Over ten years, more than \$2.3 billion was spent in Pennsylvania, which qualified for tax credits.

Independent short and feature films, television advertising, web content, documentaries, event production, music videos, gaming, and corporate communication provide considerable revenue opportunities for communities like Greater Reading.

**25%**  
PA Tax Credit  
for qualifying film  
productions spending  
≥ 60% of their budget  
in Pennsylvania

## Why GREATER Reading for Film?

In the 19th century, Reading, PA, was home to the most profitable corporation globally, Reading Railroad, and saw the founding of numerous industries such as textiles, automotive, steel, and food production. As a result, large factories, mansions, city buildings, city streets filled with beautiful row homes, and a suburban area with centuries-old stone farmhouses and barns were erected with breathtaking backdrops of rolling hills and rivers. Fast forward to the present day, the region is a hidden gem for film production with its diverse landscape and ease of accessibility.

In 2022 PA added \$30 million dollars to the overall film tax credit, \$5 million has been carved out for independent films. This will give small budget, independently produced, and local film productions a greater opportunity to take advantage of the film tax credit program.



**I value ReadingFilm's commitment both in offering broad educational and industry specific events. It brings tremendous joy to see the scope and diversity of attendees who participate in the many Festival offerings.**

– Robert Morgalo, award winning LatinX actor, director, producer, screenwriter & published author

**ReadingFilm Office is a catalyst driving exposure of Greater Reading's people, places and businesses. We also applaud ReadingFilm for sharing diverse viewpoints and encouraging visitors from around the globe in joining us in celebrating the community we call home**

– Crystal Seitz, President, Reading & Berks County Visitors Bureau



## Greater Reading's Film Industry Hub

A key role of the ReadingFilm Office is to continue to grow educational programs, events and activities to engage the community. Using film and filmmaking as means for storytelling, bringing attention to significant societal issues and providing a voice to all members of the community is integral to the ReadingFilm Office mission and values. A regularly scheduled series of events and programs throughout the year engage the community, students, and filmmakers to enhance the image of Berks County as a premiere film destination.



**Who benefits from a thriving film industry in Pennsylvania?**



An average of **33%** of a film's budget is spent on film production

**67%** is spent in the local community

- Business Support
- Construction
- VFX & Lighting/Electric
- Travel, Transportation
- Hospitality, Catering
- Real Estate,
- Fashion & Beauty
- Actors, Extras & Casting

– Olsberg SPI, Screen Production and Global Economic Recovery, 2020, pg 8

# SUPPORT ReadingFilm ★ BE A PLAYER

Find additional details about our sponsorship opportunities on our website.

## Visionary

**\$20,000**

Custom 60 - sec. ad  
before each film,  
Major Event Sponsorship,  
16 VIP Passes & more

## Producer

**\$10,000**

Custom 30 - sec. ad  
before each film,  
Event Sponsorship,  
10 VIP Passes & more

## Director

**\$5,000**

Co-Event Sponsorship,  
Logo Recognition,  
Advertising,  
+ 6 VIP Passes

## Supporting Role

**\$2,500**

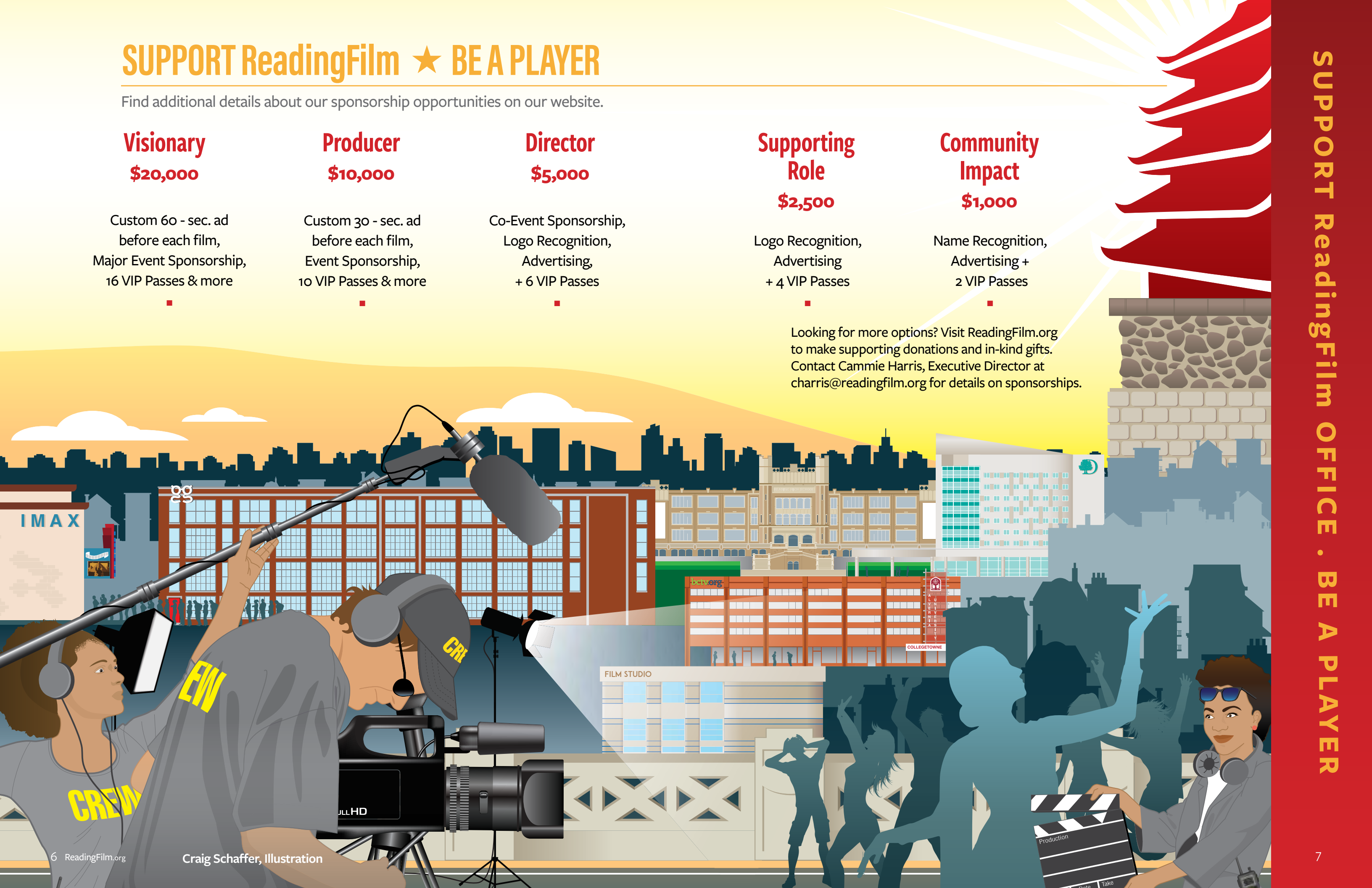
Logo Recognition,  
Advertising  
+ 4 VIP Passes

## Community Impact

**\$1,000**

Name Recognition,  
Advertising +  
2 VIP Passes

Looking for more options? Visit [ReadingFilm.org](http://ReadingFilm.org)  
to make supporting donations and in-kind gifts.  
Contact Cammie Harris, Executive Director at  
[charris@readingfilm.org](mailto:charris@readingfilm.org) for details on sponsorships.



# ReadingFilm Program Calendar | 2023

FEBRUARY

**Black History Month Community Film Series**

MARCH - DECEMBER

**Teen Dinner + Movie Community Series - Bi-Weekly**

MARCH 27

**Special short film selection - "The Caregiver" and "Turning Blue" hosted in collaboration w/ Exeter Library's Death Cafe**

APRIL 27

**Five-MinuteFILMFest Screening + Award Ceremony**

MAY

**Regional Filmmaker Spotlight Event at Eunice and Albert Boscov Theatre**

JUNE - AUGUST

**Community Movie Nights in the Park with Reading Recreation**

JUNE 27 - JULY 27

**Summer Film Camp at Albright College**

SEPTEMBER - OCTOBER

**Hispanic Heritage Month Community Film Series**

OCTOBER 26 - 29

**ReadingFilmFEST (multiple locations)**

## LOOK FOR US

at these Community Events

**Berks Jazz Fest** | Mar/Apr

**Reading Pride Celebration** | July

**National Night Out** | Aug

**West Reading Fall Fest** | Sept

**Berks Diversity Festival** | Oct



## Festivals at a Glance

Each year 50 – 60 filmmakers travel from around the region and around the world to the city of Reading, PA, for the ReadingFilmFEST hosted by ReadingFilm. Filmmakers whose films are accepted into the festival receive VIP treatment that includes free lodging, workshops, location tours, and networking opportunities with industry professionals, including film distribution companies.

In addition, we provide workshops, open to the public, featuring industry leaders that offer attendees knowledge, leadership and inspiration to shape their careers and evolve their personal lives.

We receive submissions from filmmakers on every continent, giving our viewers insight into the human experience across the globe. Since its inception, filmmakers have traveled from all over the United States, Canada, Mexico, Central and South Americas, Iran, Great Britain, and even Australia to be a part of the festival.

**The ReadingFilmFEST supports local filmmaking** by highlighting films shot in Greater Reading and created by local filmmakers. The "Made in Reading" film block showcases our region's most talented filmmakers and gives them the opportunity for an audience, feedback, and exposure to distribution outlets and future project development.

ReadingFilm partners with **local high schools, colleges, and universities** to provide year-round workshops, internships, a film summer camp, and a film & guest speaker lecture series at ReadingFilmFEST to engage youth in the art of filmmaking.

The FiveMinuteFilmFEST is a Berks County student film competition allowing high school students and recent graduates to demonstrate learning in a 21st-century context. Films are showcased in person in front of a community audience and on our social media channels.

Students compete against other students in the region for trophies, prizes, and well-deserved recognition We believe that providing these experiences will inspire and empower youth to see the value in their own stories and grow the next generation of filmmakers.



9th Annual  
**ReadingFILMFEST**  
4 days for education, community, entertainment and celebration of independent film and filmmakers  
**October 26 thru 29, 2023**  
Open to the public

f @ t d ReadingFilmFEST.org



2022  
THANK YOU!

## Thank you to our 2022 Community Partners!

### PRESENTING SPONSOR

The Edwin Barbey Charitable Trust  EDWIN BARBEY CHARITABLE TRUST

### WITH SUPPORT FROM

PA Department of Community and Economic Development  WORK SMART. LIVE HAPPY. PA Department of Community and Economic Development

### EXECUTIVE PRODUCER SPONSORS

Berks Community Action Program    Visions Federal Credit Union | Schott Productions

### LEADING ROLE SPONSORS

Sweet Street | Holleran Fund  

### ASSOCIATE PRODUCER SPONSORS

Berks Arts | Penske | Performance Toyota   Rental Leasing Logistics 

### VENUE SPONSORS

Reading RC 11 & IMAX Theater  
GoggleWorks Center for the Arts  
Alvernia University, CollegeTowne Campus  
Miller Center for the Arts at RACC  
WCR Center for the Arts  
Courtyard Marriott (Wyomissing)

### PRODUCTION SPONSORS

Alvernia O'Pake Institute | BCTV  
Berks County Living | Hoffmann Publishing  
Santander Arena | East Penn Manufacturing  
Marabella Enterprises | VA Productions

### BUSINESS SPONSORS

Cage Free Design & Public Relations Management  
City of Reading | Kimberton Whole Foods (Wyomissing)  
M. Kolb Design & Art Direction | Pagoda Apparel  
Pennsylvania's Americana Region | Reading School District

### HOSPITALITY SPONSORS

Lisa Tiger/CENTURY 21 Gold | Nitro Bar  
Reading Film Studios | Visit West Reading  
Saucony Creek Franklin Station Brewpub

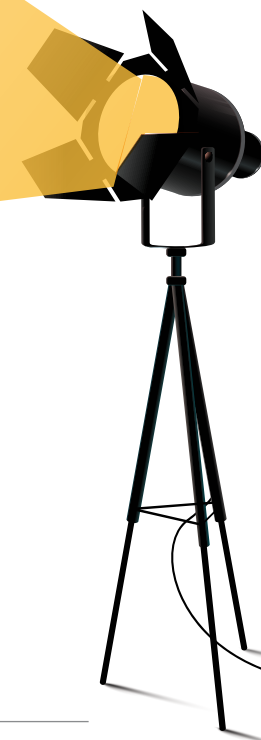


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– Lisa Eichhorn, Golden Globe nominated  
Actress, Writer and Producer

## Ways to Support ReadingFilm and The Arts in Greater Reading

- **Donate to ReadingFilm**
- **Become a Sponsor of ReadingFilm Office**  
ReadingFilm offers year round opportunities to make a impact in Greater Reading. Contact ReadingFilm for more information at [info@readingfilm.org](mailto:info@readingfilm.org)
- **Become a Volunteer with ReadingFilm**  
ReadingFilm Volunteers have the most fun! Volunteers meet creative folks from around the globe, watch film and attend the best parties in Reading!
- **Attend the ReadingFilmFEST • October 26 - 29, 2023**  
Every year, ReadingFilm brings together filmmakers and audiences for a multi-day festival celebrating education, entertainment and community. Scan this QR code to learn more about ReadingFilmFEST, sign up for our newsletters, and much more!
- **Like + Share on Social Media**  
You can find ReadingFilm and ReadingFilmFEST on Facebook, Instagram, Twitter and Linked In. Search ReadingFilm and join the conversation!



### ReadingFilm Staff

Cammie Harris, MBA, Executive Director  
David Below, Creative Director  
Chris Woodward, DO, Associate Director & Juror Coordinator  
Ana Tomko, Program Manager  
Emily Branch, MFA, Marketing and Outreach Manager  
Mimi Kolb, Designer

### 2023 ReadingFilm Board of Directors

**PRESIDENT** | Tracy Schott, MS, MSW, CEO, *Schott Productions*  
**VICE PRESIDENT** | Dr. E. Michele Ramsey, *Penn State, Berks Campus*  
**TREASURER** | Chris Woodward, DO, *Tower Health*  
**SECRETARY** | Carol Toomey, Director  
Heather Adams, Executive Director, *BCTV*  
Cammie Harris, MBA, Executive Director, *ReadingFilm*  
Christian Crespo, Communications, *City of Philadelphia*  
Caroline Fitzpatrick, Ph.D., *Alvernia University, CollegeTowne Campus*  
Wynton Butler, M.ED, Director of Social Services, *Reading School District*  
Tracy Hoffmann, CEO, *Hoffmann Publishing*  
Susanna Fultz, Attorney, *Barley Snyder*  
Lisa Eichhorn, *Golden Globe nominated Actress, Writer and Producer*  
Cara Cotellese, MS, *Kutztown University*

### ReadingFilm Advisory Council

John Hoskyns-Abrahall, *Bullfrog Films*  
John Ernesto, *Berks Jazz Fest*  
Levi Landis, MPA, *GoggleWorks Center for the Arts*  
A.J. Merlino, DMA, *Albright College*  
Robert Morgalo, *award winning LatinX actor, director, producer, screenwriter, and published author.*  
Rodney S. Ridley Sr., Ph.D., RTTP, *O'Pake Institute, Alvernia University*  
Sandy Solmon, *Sweet Street*  
Rosario Torres, Ph.D., *Penn State Berks*  
Meredith Walker, *Reading RC 11 & IMAX Theater*



# READING



SCAN ME

ReadingFilm.org

“ When a movie or television shoots films on location, it brings with it jobs, revenue, and related infrastructure development, providing an **immediate boost to the local economy.** The industry pays out **\$49 billion per year to more than 400,000 businesses**—87 percent of which are small businesses— in cities and small towns across the country. As much as **\$250,000** can be injected into local economies **per day** when a film shoots on location. In some cases, popular films and television shows can also boost tourism.

— Motion Picture Association of America



# FILM OFFICE READING



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