



Jacob Burns Film Center Releases First-Ever Economic Closeup

Pleasantville-based art house positions itself as economic engine driving local/regional growth

Pleasantville, NY – July 10, 2018 — The [Jacob Burns Film Center](#) (JBFC), a nonprofit cultural arts center, today released their first-ever **Economic Closeup**, a top 10 list of revealing key facts regarding how the Pleasantville and Westchester County economy is directly benefitting from hosting one of the most successful suburban art houses in the country. The Closeup offers an insightful overview of the JBFC’s positive ripple effect on the local and county wide economy.

The top 10 key economic facts include:

1. On average, 225,000 people come to the JBFC Campus each year with a total of 3 million patronizing the five-screen cinema complex since it opened in June 2001.
2. JBFC has an annual operating budget of \$8 million, which comes from a variety of earned and contributed sources.
3. The Center is the fourth largest employer in Pleasantville, supporting 50 full-time jobs and 100 part-time jobs.
4. The Village of Pleasantville in its most recent Master Plan specifically calls out the JBFC as being at the “core of its goal of being an arts and cultural magnet for the region.”
5. Six new restaurants in six months have opened in Pleasantville, with an overall increase of 19 new hospitality related businesses opening in the past year.
6. Nearly 80 units of additional, transit-oriented housing are currently under construction in Pleasantville.
7. The [Westchester County Film Office](#), a JBFC strategic partner, has reported a 67% increase in county wide, on-location production days since 2014, resulting in more than \$30 million in revenue from the film and TV industry.
8. Based on results from its last survey, Westchester County realized a 130% increase, from \$526,454 in 2014 to \$1,209,804 in 2016 in permit revenues collected by the county and local municipalities. Westchester generated \$500,000 in permit fee revenue in 2016 for productions held on county-owned property, while municipalities collected over \$700,000 in 2016.
9. Annually, more than 13,000 students experience the Center’s creative approach to visual literacy education, with 70% of these students coming from under-resourced schools and participate in the Center’s programs completely free of charge.

10. Through educational and career development programs at its 27,000 square-foot [Media Arts Lab](#), the Center has developed partnerships with over 100 schools and social service agencies throughout the region, and recently launched the [Creative Culture Fellowship Program](#), which provides promising filmmakers with equipment, production space and stipends resulting in film submittals to the Sundance Film Festival and SXSW, among others.

“The collective economic impact of the Center’s members, students and theatre-going patrons goes beyond just measuring jobs and overall economic activity generated by their direct financial support,” said **Edie Demas**, executive director of the [Jacob Burns Film Center](#). “We are also the driving force behind a rich film and media culture, which in turn catalyzes production and research, consultancy and related services, fostering a thriving network of revenue-generating local, regional and national businesses, while also developing human capital through the creation of uniquely talented, specially trained and highly engaged individuals applying their craft locally, if not regionally” Demas emphasized.

“Filmmaking is an art form, but few communities have embraced the other positive economic benefits that come from supporting this industry as well as Pleasantville and Westchester County have done in partnering with the Center,” stated **board member and noted director Ron Howard**. “Being so close to New York City, yet located even closer to where many of the actors and behind-the-scenes artisans live, the Center has carved out an enviable niche as a magnet for existing talent and unprecedented educational resource for those entering the industry.”

“As a cultural institution, you cannot overstate the positive impact the Jacob Burns Film Center has had on the local economy,” said **Pleasantville Chamber of Commerce President, Bill Flocks**. “Especially when you consider the thousands of visitors drawn to the Center every year, spending money in our retail stores, dining in the local restaurants, and we hope, eventually deciding to live in the Pleasantville community. Jacob Burns is a powerful business partner.”

Westchester County Director of Tourism and Film Natasha Caputo added, “The Jacob Burns Film Center (JBFC) has made a significant impact on the life and economy of the Hudson Valley. They energize the region by attracting over 200,000 attendees each year, their state-of-the-art education programs touch thousands of children annually, they’re a creative epicenter for filmmakers, and a place where the likes of Steven Spielberg and Ron Howard cross paths with filmmakers from around the world, as well as the fast-rising generation of diverse writers, directors and producers that claim Pleasantville as their base.” She added, “With the JBFC situated here, it is no surprise that more and more films are clamoring to shoot in Westchester County and the surrounding region.”

“Tourism is a \$1.8 billion industry for Westchester County, which puts the region third behind New York City and Long Island,” said **New York State Senator Terrance Murphy**. “As a major cultural attraction and arts education institution, it comes as no surprise how important the Jacob Burns Film Center is to the local and regional economy.”

For more information, visit <https://burnsfilmcenter.org/film>, FB: [@JacobBurnsFilmCenter](#),
Twitter: [@JBFC_ny](#) and Instagram: [@JBFC_pville](#).

[Jacob Burns Film Center](#) is a nonprofit arts and education hub located on a three-building campus in the New York Metro area. The JBFC brings the transformative power of film to the surrounding community through unique programming and discussions, shared experiences, and educational initiatives. Since opening in 2001, over 3,000,000 people have enjoyed the best of current American and foreign cinema, unique film series, and special events at the five-screen theater complex. A pioneer in visual literacy education, the JBFC offers courses in filmmaking, screenwriting, animation, and more for students of all ages at our state-of-the-art Media Arts Lab, and develops media literacy curricula for schools throughout the region.

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