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For Immediate Release New Video Promotes Schenectady County to Film Producers

(Schenectady, NY, November 12, 2021) As Showtime prepares to film a new series in Schenectady County next week, Discover Schenectady and the Schenectady Film Commission today released a new video that promotes the County's assets to producers scouting locations in the television, movie and media content industry.

"Schenectady County has the Capital Region's largest dedicated sound stage and we successfully hosted Amazon Prime's production of Modern Love Season 2 last year," said **Cathy Gatta, Schenectady County Legislator and President of Discover Schenectady's Board of Directors**. "When the film industry comes to town it provides a boost to hotels, restaurants and many other service providers. This video helps us tell the story that Schenectady County has the team and the facilities needed to make film and video projects a success."

The new promotional video can be viewed at www.discoverschenectady.com/filmschenectady. The economic impact of having Modern Love filmed in Schenectady was estimated at approximately \$165,000 per day. The cast and crew of about 150 people lived and worked in Schenectady for five months.

The new video touts a number of advantages of filming in Schenectady including a NYS qualified tax credit production facility at the Armory Studios, the historic Stockade neighborhood, Mohawk Harbor, and a film-friendly compact downtown. The Costumer is also located here offering one of the country's most extensive costume collections.

To coordinate efforts to attract new film projects to the area, the Schenectady Film Commission (Film Schenectady) became part of Discover Schenectady, the County's tourism bureau, in July. The Schenectady County Metroplex Development Authority approved a \$60,000 grant to support film promotion efforts including the new video.

"There has been an increase in film and television productions throughout the Capital Region, and inquiries are on the rise," said **Donna Pennell, Schenectady Film Commissioner**. "HBO, Showtime, Amazon Prime, Discovery, Apple TV, Food Network and numerous Indie projects of all sizes continue to return to upstate. Schenectady County has considerable assets to offer producers and this video helps us convey the message that we want their business."

About Discover Schenectady

Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities throughout Schenectady County. Discover Schenectady inspires visitors to experience and enjoy all that Schenectady County has to offer, from its vibrant communities with dining, entertainment and shopping to its gorgeous waterfront and outdoor activities. For more ways to Discover Schenectady County all year long, visit www.discoverschenectady.com