



# Creating Amazing Location Stories on a Micro-Budget

By Kelly Schwarze | Indie Film Factory  
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When we think of movie or video production,  
we typically think of this...



OR THIS...



OR MAYBE THIS...





**WHAT IF THERE WAS A DIFFERENT  
WAY?**

# What if you could...

1. Use technology you already have to tell good stories?
2. What if you could use this technology to tell stories about your businesses and community without having to have huge production costs, or resources?



YOU CAN!



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WRITER | DIRECTOR | PRODUCER

# Kelly Schwarze

Co-Owner

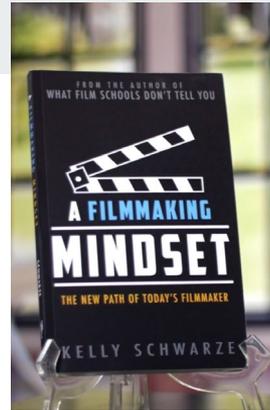
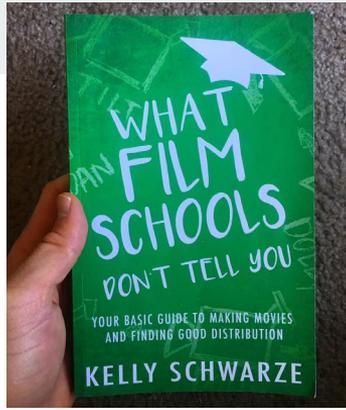
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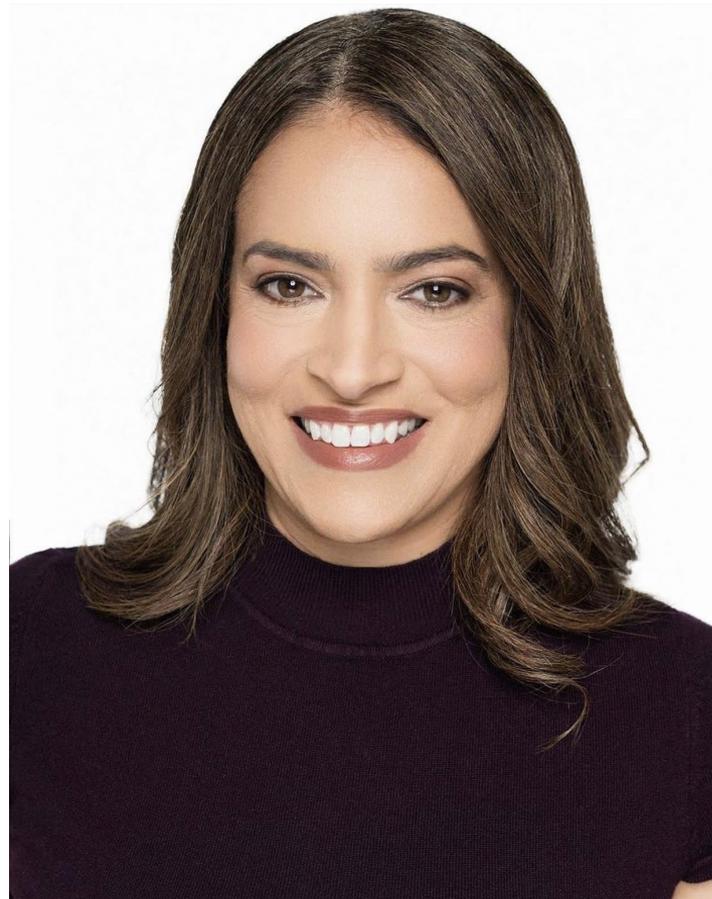




# Danette Tull

Production and  
Communications Manager  
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How do you use technology you already have access to?

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## Let's look at the Myths

You need big expensive movie cameras.

Use your phone, or tablet. Chances are it already shoots in high definition 4k, or 1080 HD.

You need know how to edit in order to put videos together.

There are so many affordable, or free editing apps you can use to edit clips together, and they are **EASY TO USE!**



But aside from the tech...what do you really need to focus on?

Telling a great story





## Tips on Telling Great Stories

1. Using your business location, city town or community as a filming destination.
2. Focus on the human aspects of the story  
Make a human connection with the audience.
3. Show the story, don't just talk about it.
4. Highlight the stuff that people can't easily see. **“The Making of the Sausage!”**





## The law firm example:

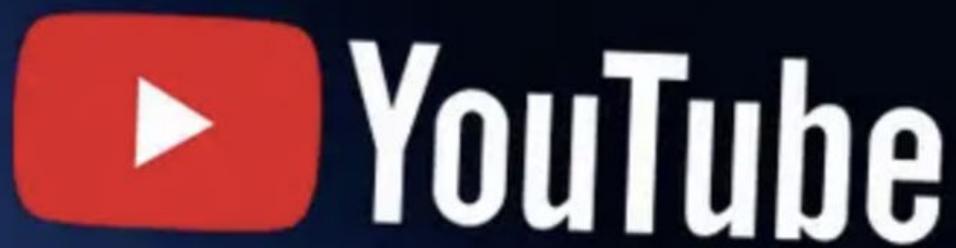
1. Put yourself into the shoes of your clients. Let them know you “get it.”
2. Focus on hope, and possibility.
3. Create a strong call to action around services without asking for it.

## The Family Farm Example:

1. Draw parallels between what your challenges are and of those who live on the outside.”
2. Focus on perseverance.
3. Create a strong call to action around without asking for it.



Where can you learn more about making videos with your phone and low tech?



**WHAT IF YOU COULD PROVIDE  
VALUE TO YOUR COMMUNITY?**



Have you ever been in a place and thought,  
this would be a great place for a movie?



Sheridan Ranch  
Gardnerville, NV

Have you ever visited a place because you've seen it in a movie, TV Show or Music Video?





1. This its the power of using your business location, city town or community as a filming destination.
2. You may not know it, but you could be sitting on an extra source of residual
3. income for your business.
4. Have you ever dreamed of being in the movies? Why not bring the movies to you



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# Bridge of the Doomed (2019) Caliente



- The “Bridge” in Caliente landed the project
- 75 cast and crew
- Every hotel room filled
- Support from Mayor, City Clerk and Lincoln County





## Listing your location

1. Include a brief narrative in your listing. Include unique aspects like historical value, previous production credits.
2. How many looks does your location have? Can it double for another place? Location moves are expensive; the more looks the better!
3. Logistical information: Square footage, proximity to airport, accommodations, parking, directions, etc.



RENO

THE BIGGEST LITTLE CITY IN THE WORLD

NEVADA

FILM OFFICE



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## What do filmmakers look for?

Filmmakers are often attracted to dystopian environments. If you have an old building, or something that looks like it could fit for a thriller or sci-fi film, show it.





## Can your location double for another place?

How many different location looks can you have at your location.

So for example. If you have an office building, does your location have an alleyway, or a parking lot that can also be turned into a film set?

Moving locations is very expensive, so the less a company has to move the better value proposition your location offers.



# NEVADA FILM OFFICE LOCATIONS DATABASE

Fully user-managed filming location listing with ability to edit / update / delete your listing at any time

Manage multiple location listings under a single account

Upload a large featured image

Upload up to 12 additional photos for a photo gallery

Include up to 2 external links related to your location, such as a website, social media page / account, or video tour

Embedded Google Map of your location

Ability to keep filming location address private from public view





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