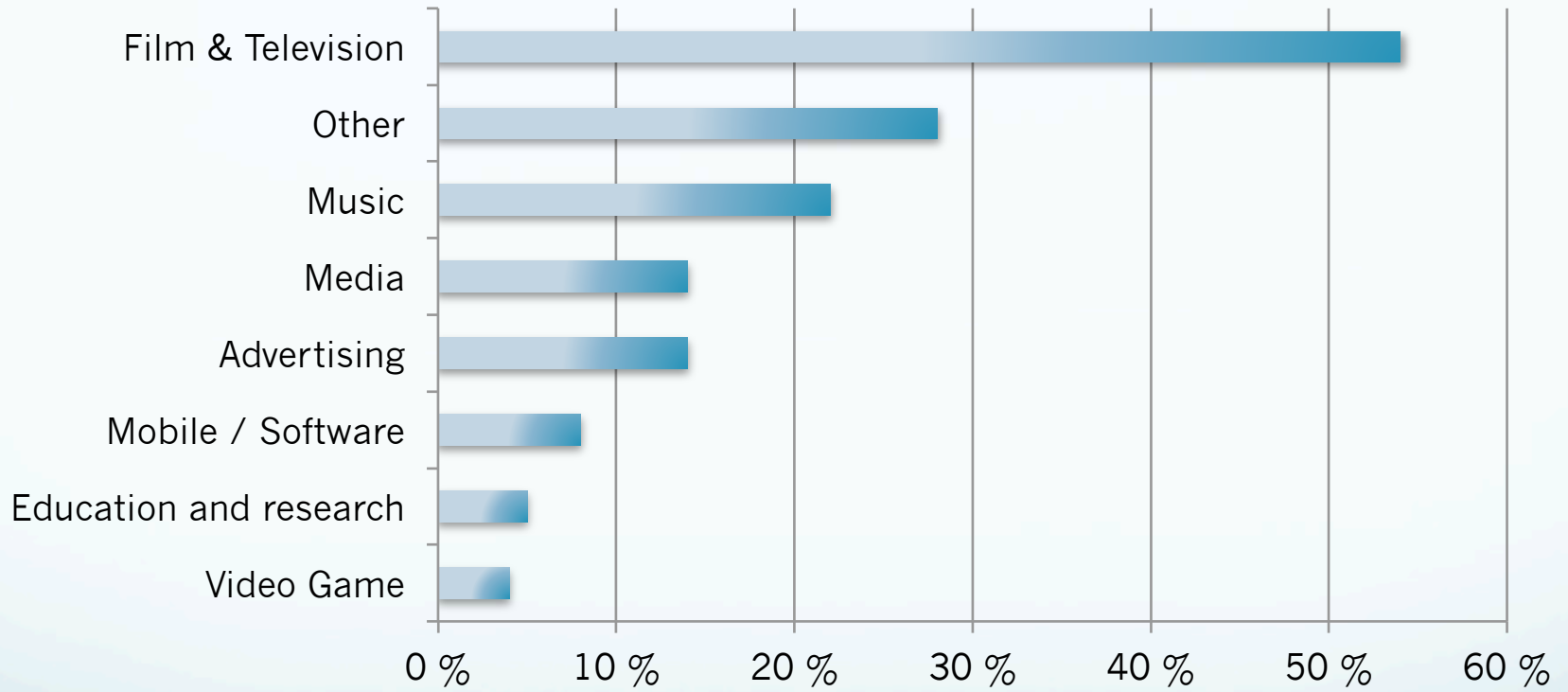


Project hubiLA

Creative house of Finland

Survey results and recommendations
Laura Laaksonen
27.11.2012

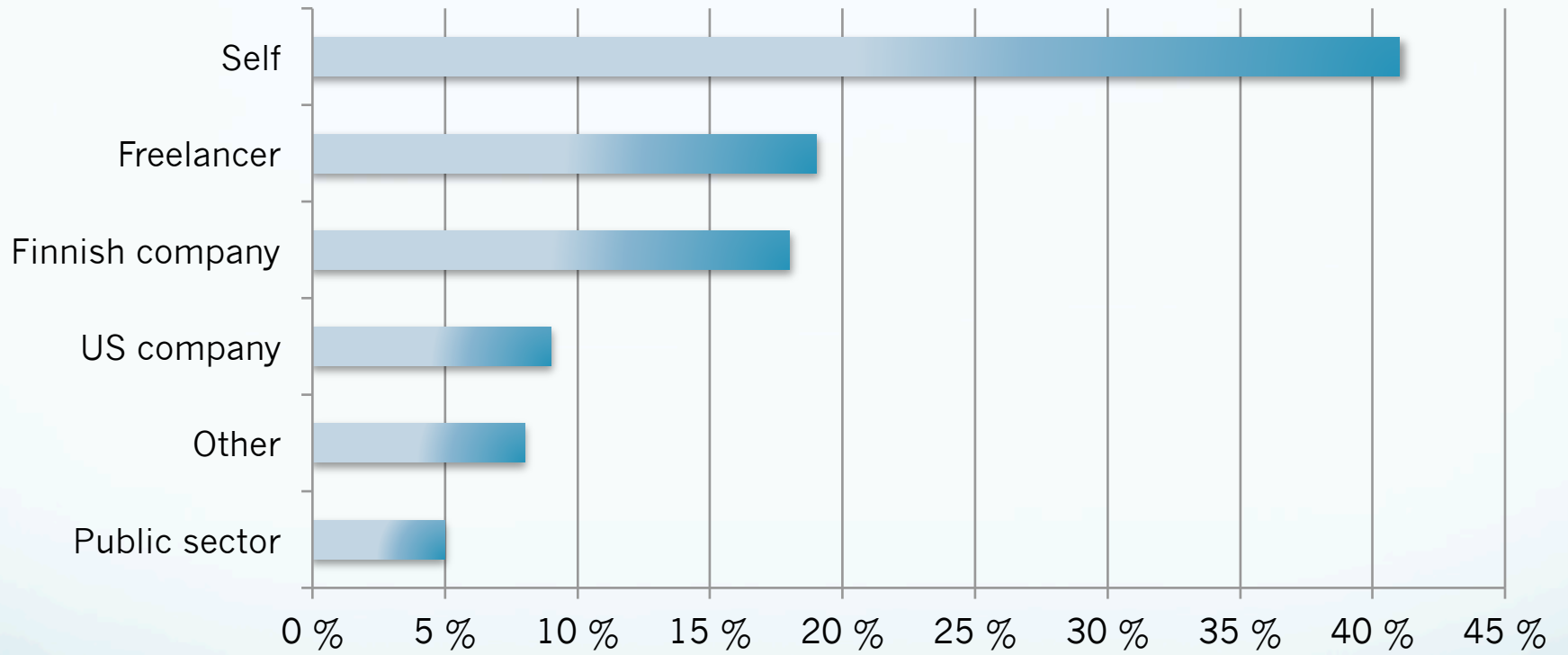
Field & Business



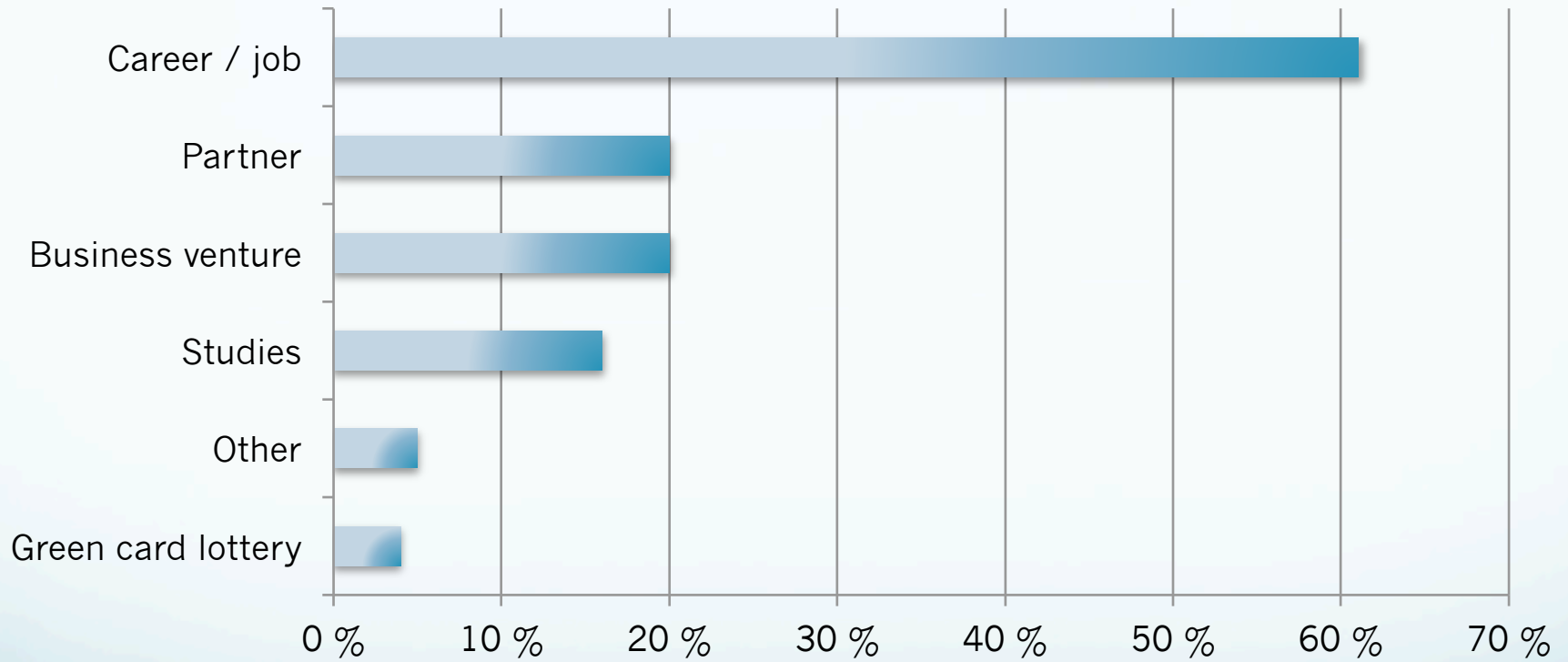
Occupation

- Actor / Actress (10)
- Director (10)
- Composer (6)
- Producer (11)
- CEO (9)
- Photographer (5)
- Journalist (4)
- Editor (3)
- Artist (3)
- Graphic designer (3)
- Entrepreneur (3)
- Writer (2)
- Other (34)

Employer



What brings you to Southern California?



Years lived/operated in Southern California



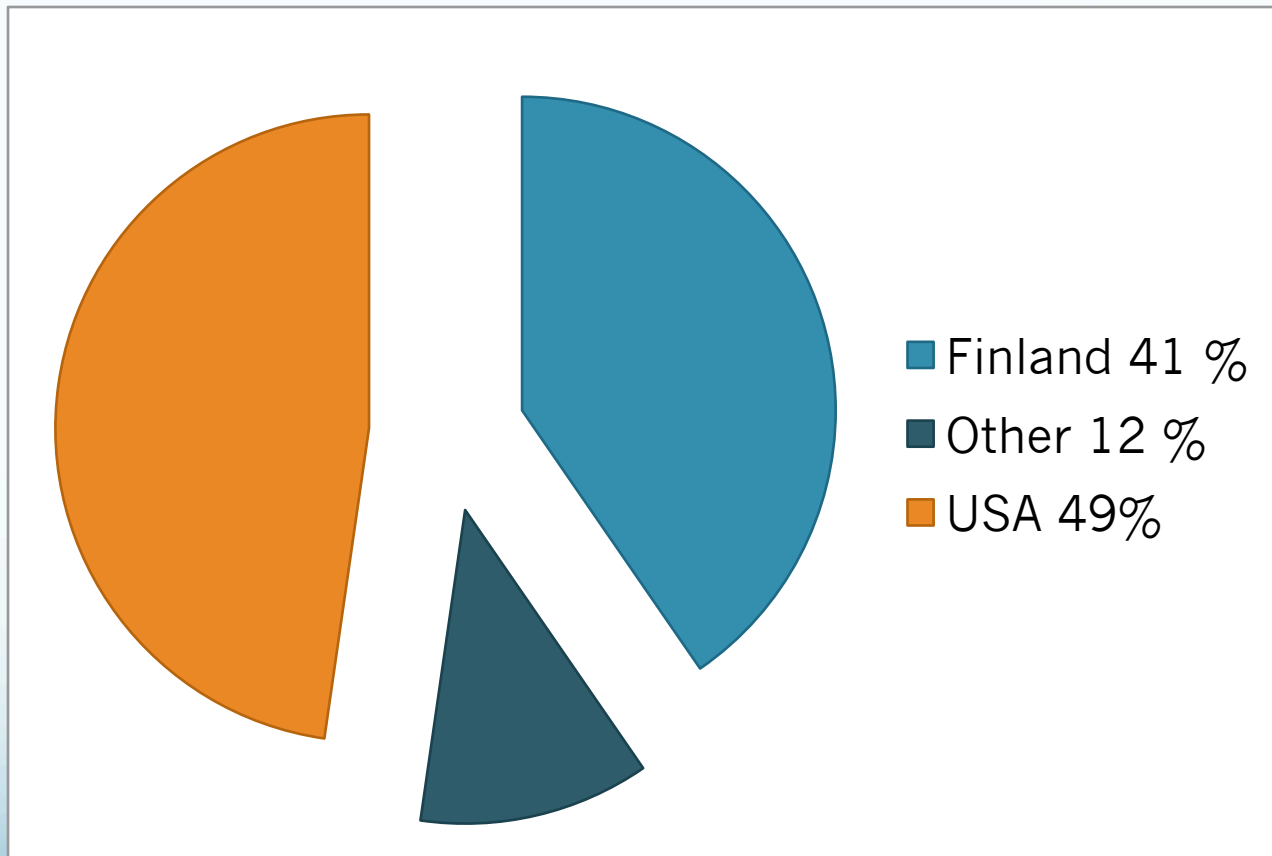
Why SoCal?

- “Job opportunities, the great weather”
- “Bigger market and audience for my profession”
- “This is the hotspot for the global film industry!”
- “Muutama hyvä kontaktijoiden kanssa yhteistyö tuotti heti hyvää hedelmää ensivisiitillä.”
- “The capital of Film and TV industry.”
- “Studies and work opportunity”
- “To establish our company and our writers in the global pop music market”
- “Olen kuvannut sekä elokuvaa, että mainoksia alueella ja kontakteja on syntynyt pitkin matkaan joita haluaisin syventää.”
- “The entrepreneurial environment here is like nowhere else, could not have done what I do in Finland.”

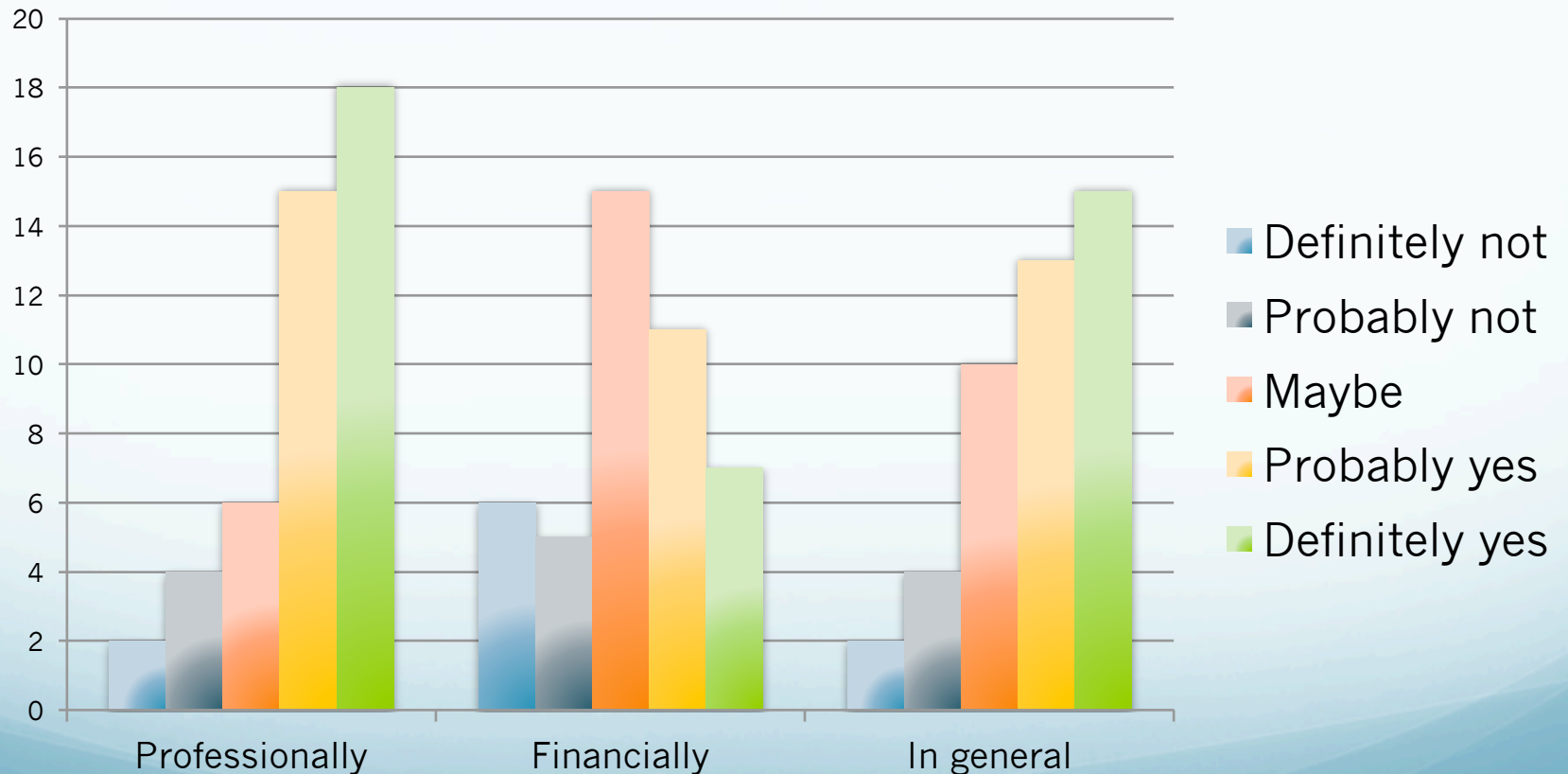
Compared to others operating in your field, what has been your / your company's average growth?



How much (%) of your revenue currently comes from Finland, USA and other countries?



Have you been able to meet the goals you set for yourself / your company in Southern California?



What have been the biggest obstacles?

- Visa issues (8)
- Network Creation (8)
- No obstacles (4)
- Finding funding (4)
- Finding jobs (2)
- Competition (2)
- Marketing (2)
- Living in Finland (2)

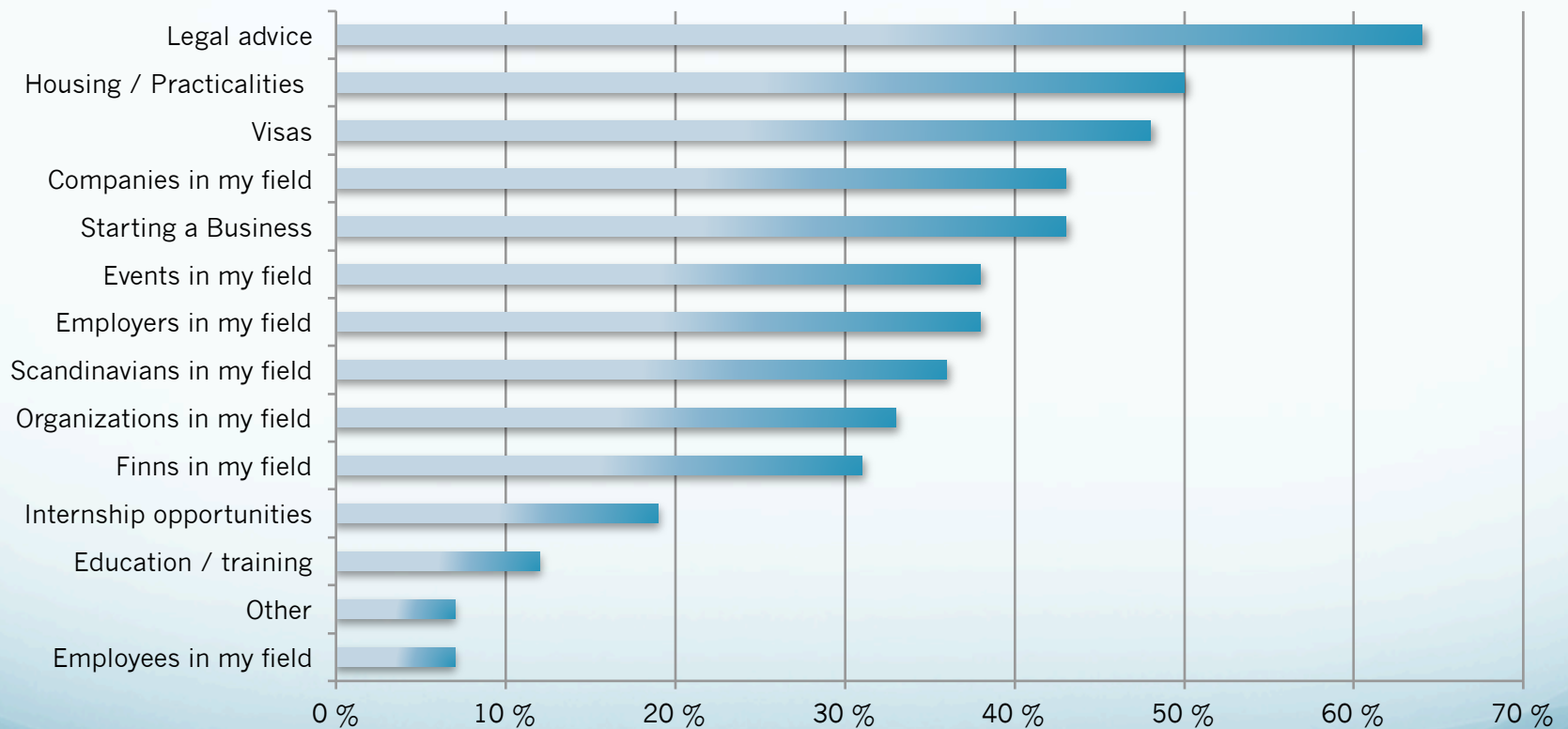
biggest lesson / surprise

- “That the music business scene is quite small actually but you can actually get things happening if you are really determined”
- “How important it is to be here on site. Nothing happens when I'm in Finland, sending emails etc. Only when I'm here people start to offer contracts & jobs. ”
- “Kaikki on mahdollista kun mittakaavat ovat tarpeeksi suuret. ”
- “Yllätyksenä tuli kuinka yksinkertaista jalan oven väliin saaminen oli. Tärkein oppimani asia: ole läsnä, ole suomalainen (suora ja ystävällinen).“

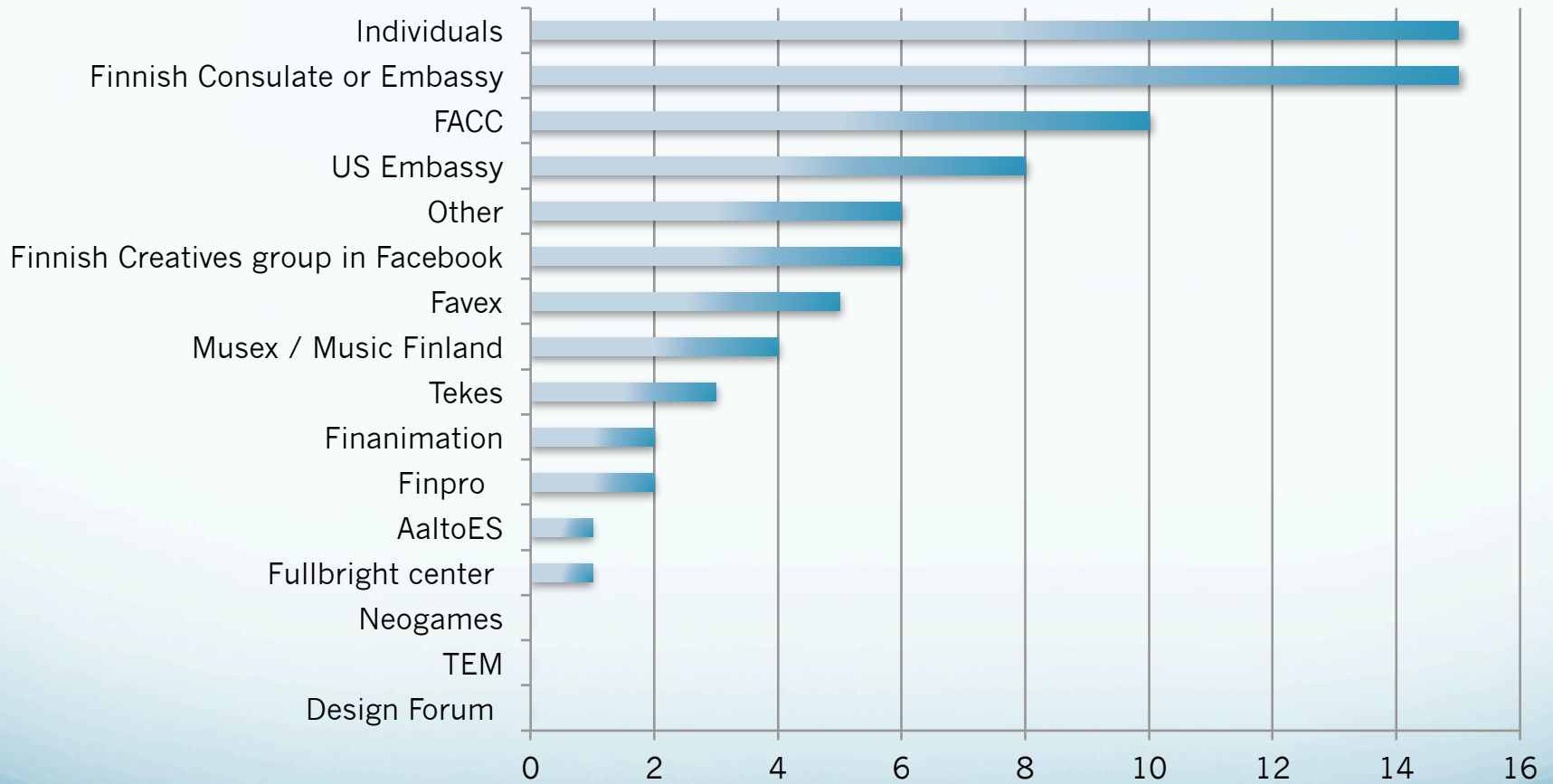
Helping people arriving in Southern California yourself? How?

- “Helping to meet good people, helping out with accomodation and other necessities.”
- “Yes, when ever I can and hear people needing help. I have helped people find housing, jobs and helped people get established in So Cal.”
- “Giving advice about visas, greencards etc. I have recommended my immigration lawyer to countless people. ”
- “suomalaisia näyttelijöitä olen saanut koekuvauksiin joista on tullut myös jonkinverran töitä. suomalaisille tuottajille/ohjaajille olen antanut omia kontaktejani los angelesista ”

What kind of info was / is / would be useful in entering Southern California?



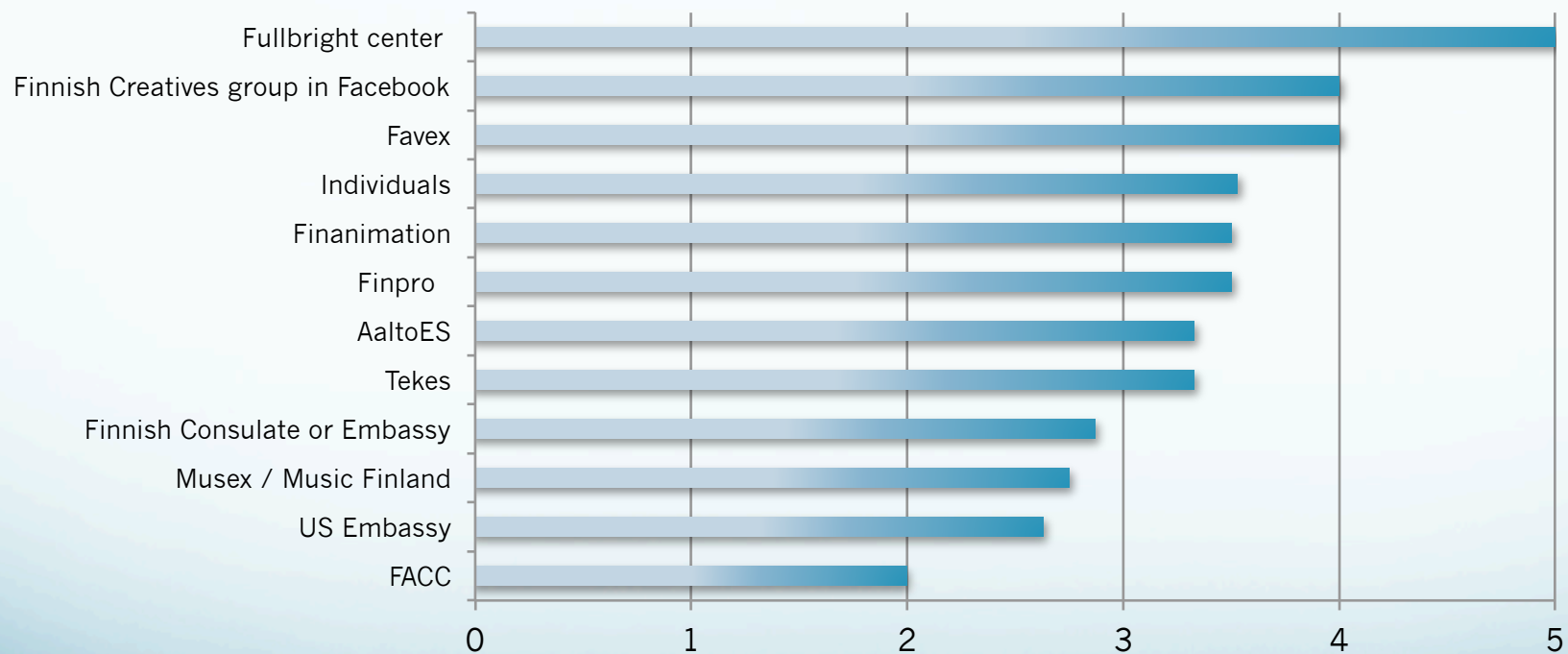
What organizations did you ask help / advise from?



Other

- personal mentors
- Colleagues
- USC
- Private lawyer
- None
- Practitioners in my professional network
- America Center, Helsinki

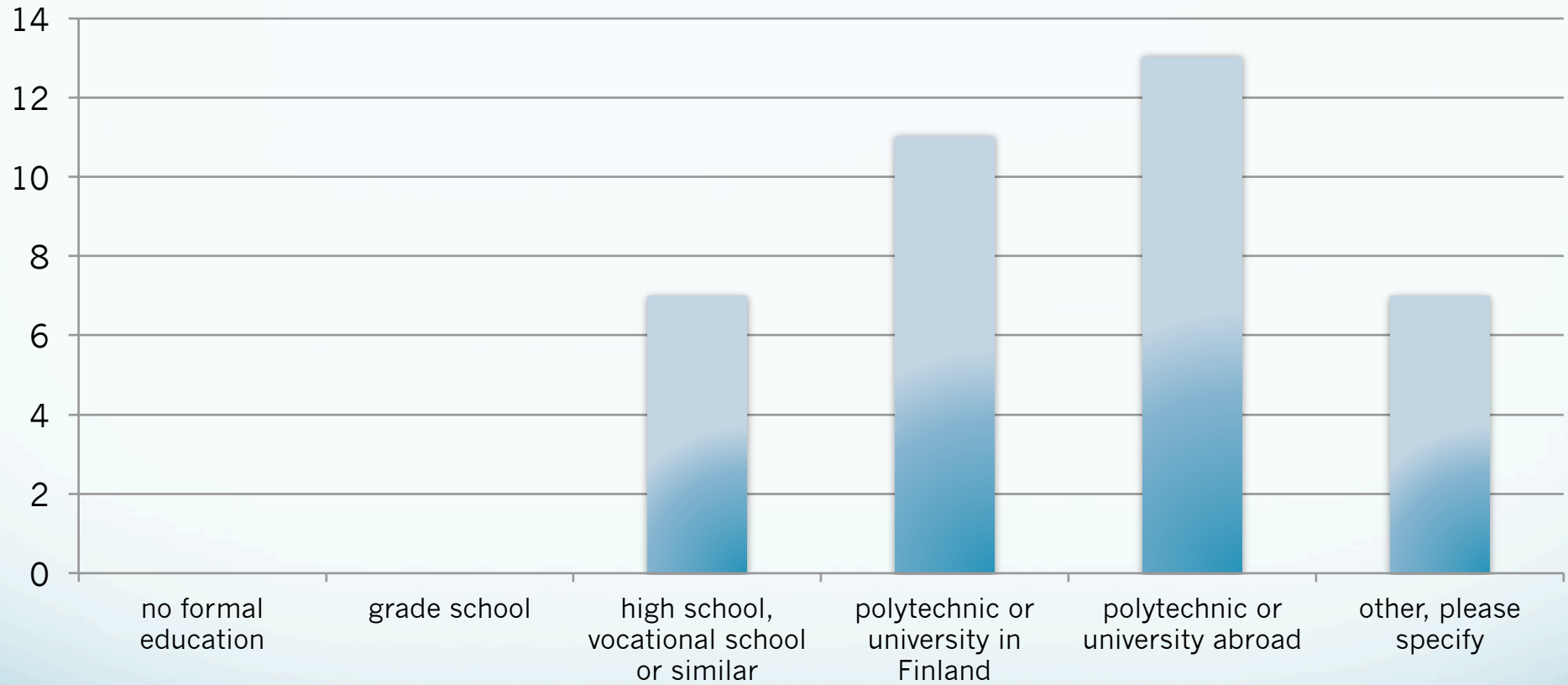
What organizations did you find help / advise from?



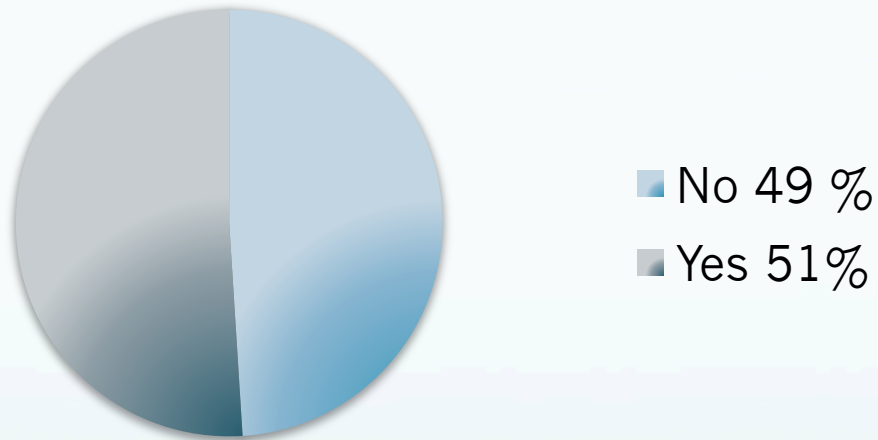
What kind of help would you have needed when entering Southern California that was not available...

- Networkig (4)
- Legal issues (3)
- Practicalities (3)
- Visa issues (2)
- Mentoring (1)
- None (2)

Education



Have you lived outside of Finland prior moving to / operating in Southern California?



What kind of collaboration would you be interested in with fellow Southern Californian Finns?

- “Networking, internships, education, workshops etc”
- “Networking, workshops, informal get-togethers”
- “Kaikki mahdollinen yhteistoiminta networkkauksesta kursseihin ja workshoppeihin olisi todella hyvä. Näissä pääsee aina luomaan kontakteja sekä henkilökohtaisella tasolla että työmaailmaan.”
- “keeping traditions going ie x-mas foods, customs”

Would you be interested in collaborating with other Europeans in Southern California?

- Scandinavians (14)
- Europeans (6)
- All / Any (13)
- Baltic (4)
- UK (2)
- Germany (2)
- France (1)

Would you be interested in renting a hot desk / virtual office for your self / business?

- Yes (6)
- Maybe (11)
- No (23)

What would be your average length of stay?

- Less than a month (2)
- 1-3 months (4)
- More than 3 months (12)

How much would you be willing to pay for desk, wifi, business address, and coffee maker per month?

- Less than \$200/month (11)
- \$200-500/month (6)

What other hot desk services would you find useful and be willing to pay for and how much?

- “Conference and/or screening room etc. possibly a phone answering service/front desk. but as usual in spread-out cities like the most important thing would be for it to be close (or convenient) to where I live.”
- “Legal advice, proof-reading etc. help with language.”
- “Collected information on the relevant happenings of music events.”
- “Forum / network of people needing services.”

What kind of field-specific gear and facilities would you be interested in having in that space?

- Recording studio
- Stage
- Meeting room
- Screening room
- Rehearsal space
- Sauna

Would you rather share a space with local businesses, Finns, other Europeans, or Scandinavians?

- Locals (2)
- Field specific (5)
- Scandinavian / European (3)
- Finns (1)
- Location matters most (2)

What would be an optimal location for such facilities?

- West of 405, south of Sunset, north of Washington
- Hollywood.
- Sunset strip
- 30 mile production zone Los Angeles
- Close to Hollywood. or maybe Santa Monica
- Probably Hollywood, not too far west.
- Somewhere central and easily accessible
- West Hollywood
- Los Angeles, central location
- downtown
- In Los Angeles-- downtown or Hollywood, Beverly Hills
- Westwood.
- Hollywood / Los Feliz

What kind of information would you find most useful, that is not currently available?

- practical issues, tools to facilitate things, contacts, taxation, an orientation for Finns on how to deal with U.S. companies, visa issues, legal information, contracts, paperwork, the structure of LA
- apurahoista, agenteista, managereista, työluvat, tips regarding daily life
- Finnish companies in LA
- hinnoittelu, sopimukset, agenttikulttuuri, neuvottelutaito, kirjanpito- ja veroasiat, markkinointiyymmärrys, mahdollisuuksista joita on tarjolla, työpaikoista, jne....

strengths

- ammattitaito, energia, luotettavuus.
- punctuality, work ethics, hard working, honesty, realistic, communication skills, responsible, positivity, knowledge, integrity, experience, vision, focus, morals, determination, agility, expertise, education, efficiency, creativity, work mentality, trustworthiness, dedication, talent, motivation, understanding cultures due to travels, 3D expertise, technology, design, marketing, reputation, unique approach to storytelling, contacts, intelligence, language skills.

weaknesses

- Lack of small talk skills, social skills and the understanding to navigate the foreign waters here and be politically correct in discussions are sometimes missing, especially if alcohol is involved, lack of funds for starting up my company, networking skills and bravery on going after what they want, Language barrier, prices of Finnish goods are skyrocketing, not willing to take the risk, The Visa problem, lack of marketing, Shyness, we put ourselves down for being different. Not enough money. limited resources, bad at communicating and negotiating
- Yhtiö suomessa vaatii erittäin paljon aikaa ja läsnäoloa, puuttuu luotettava edustaja USA:sta "

opportunities

- we can grow to become a very business in very near future.
- Opportunities here in my field are basically unlimited
- I think there are the same opportunities for everyone regardless of where the person is from
- Kaikki on kiinni oikeista kontakteista ja ajoituksesta.
- opportunities are limitless: its what we make of them.
- endless amount of opportunities to grow
- We have huge opportunities especially with our producers.
- great opportunities for good stories and consulting.
- our small country has a lot of potential and now is the time that we should start showing.
- Uskon että meitä kohtaan olisi kiinnostusta jos meistä vain tiedettäisiin enemmän.
- Opportunities are way open.
- I don't think nationality is an issue at all, so the same opportunities than everyone else, as long as you know the language and the culture and know how to operate in it. you can do anything you want, and the biggest plus is having a bigger number of opportunities and projects in film compared to the Finnish market.

threats

- market in general has been slow in the US for the longest time
- transition in methods of distribution of both films and music is at hand
- not enough \$ in the economy.
- Musiikin tuotannon alalla voitot saattavat tulla vasta vuosien päästä ja elämisen Kaliforniassa on kallista. Rahojen riittäminen on isoin riski.
- insurance demands
- Aktiivisuus Suomessa uran alkuvaiheessa on uralle tärkeää, mutta jos vastuut kerääntyvät kotimaahan niin lähteminen muualle vaikeutuu.
- Expensive to establish the opportunities to meet the right people.
- New media
- lack of social security
- Earthquakes
- Work visa issues.

Southern Californian organizations

- ASCAP
- SAG
- AFTRA
- Women in Film
- WGA
- A&R Worldwide
- USC
- Actor's network
- Actor's Key
- ASMP
- DGA
- Producer's Guild
- networking organizations

Conclusions

- The number of Finns arriving in SoCal is increasing exponentially
- Most of them are individuals / freelancers or self employed
- These people work mostly in creative fields
- They are well educated
- They want to network and collaborate
- They see unlimited growth opportunities here
- They have been successful in meeting their goals
- They have practical, legal, funding, and visa problems
- They seek help mostly from the Consulate/Embassy, FACC and individuals.
- They all want to help each other

Recommendations

- Forming an advisory board for creative fields
- Building a database of people – who they are, what they know, whom they know?
- Building a database of practical info.
- Activating the field and facilitating events and collaboration with local organizations.
- Developing funding platforms for creative fields
- Developing funding and collaboration in creative fields' education

**Paikalliset toimijat
Palveluntarjoajat
Paikalliset organisaatiot**



Tiedon hallinnointi

Yhteistoiminta



Konsulaatti - Neuvottelukunta



Rahoituksen kehittäminen

Opiskelu ja koulutusyhteistyö



**Vientiorganisaatiot
Rahoitusorganisaatiot
Asiantuntijat**

**Suomalaiset korkeakoulut
Paikalliset korkeakoulut
Säätiöt**

Thank you!