



## Janis Burkland

**DIRECTOR, DALLAS FILM COMMISSION**

Janis Burkland is director of the Dallas Film Commission and responsible for marketing and developing sales strategies to attract business and foster the growth of the creative media industries in Dallas. The Film Commission serves creative industry segments that produce content such as motion pictures, television, commercials, corporate videos, music videos, documentary, and still photography as well as new and emerging forms of media. She has been active in the local film and television production market since 1982 and has been promoting the area since 1997 when she first started as project manager with the former DFW Regional Film Commission. With the inception of the Dallas Film Commission in October 2002, she was hired as the project manager, and then named director in October 2003. In November of 2010, the film commission transitioned to the city of Dallas' Office of Economic Development in order to provide a more synergistic approach to growing the city's targeted Media Industries.

In her positions with the film commissions, she has acted as a liaison with Dallas and area cities regarding filming policies and procedures, advocated for better understanding of the impact of the industry and benefits of local participation, handled location requests and referrals, worked with production crews and vendors, and actively marketed the area's strengths to studios, producers, location scouts, and various industry professionals. Under Burkland's direction, the commission has attracted and supported approximately \$2 billion in economic impact from the film & television related industry.

Prior to working for the film commissions, Janis freelanced in the film/ television industry for 15 years; much of that time as a location manager working on numerous television shows, series, commercials and motion pictures. In addition, she actively supports numerous film festivals and industry organizations and is an active member of the Association of Film Commissioners International and has earned the designation of Certified Film Commissioner.