

St. Petersburg/Clearwater Film Commission February 2020 Report - Prepared by: Tony Armer

Production Type	Production Company	Project Title	Local Hires	Rm Nights	Project Budget Spent in Pinellas County	
Commercial / Advertising	PG2 Creative Services LLC (Kestum Bilt)	Power Pole Charge	12	0	\$30,000	\$20,000
Commercial / Advertising	Pitch Media	Leash Lock	10	0	\$10,000	\$10,000
Commercial / Advertising	Bluewater Media	Hempvana	10	0	\$2,000	\$50
Commercial / Advertising	One Lucky Guitar	Matilda Jane Spring 2020	10	30	\$55,000	\$45,000
Commercial / Advertising	Totem Films & Video Productions	Chrysler - Ram/Jeep	35	67	\$144,905	\$144,905
Commercial / Advertising	One Lucky Guitar	Twirl Stream Still Photo	0	1	\$600	\$600
Commercial / Advertising	Charter Communications	Something New-Tyrone Square Mazda	4	0	\$16,140	\$5,205
Documentary	Hall of Mirrors	Lily	1	3	\$50,000	\$4,500
Feature	Digital Caviar	Lady of the Manor	60	0	\$1,330,000	\$1,330,000
Other	Multimedia Commerce Group, Inc.	JTV Spring Shoot	3	3	\$3,000	\$2,360
Still Photography	Just Peachy Pixels Photography	Baby Photos	0	0	\$0	\$0
Still Photography	Tatro Media Inc	Dicks Sporting Goods	15	85	\$250,000	\$200,000
Still Photography	Just Peachy Pixels Photography	Holiday Photos	0	0	\$0	\$0
Still Photography	Just Peachy Pixels Photography	Holiday Photos	0	0	\$0	\$0
Still Photography	Just Peachy Pixels Photography	Model call	0	0	\$0	\$0
TV / Reality	Bodega Pictures, LLC	sMothered	8	0	N/A	\$5,000
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Communities	3	0	\$3,500	\$200
Web Series	Brooklyn Brendan Productions	Call Center	6	4	\$7,500	\$7,000
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Social Series	0	0	\$2,500	\$100
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Social Series	0	0	\$2,500	\$100
Web Series	SPARK	Share A Little Sunshine Sand Art	3	0	\$5,000	\$5,000
February 2020 Totals			180	193	\$ 1,912,645	\$ 1,780,020

Production Type Key	Number of Productions by Type	Local Spend by Production Type	# Prods YTD	Spend Fis YTD	FEB '20 Leads	FY to Date Oct 19 - Sept 20
Film	1	\$1,330,000	3	\$1,391,000	Film Leads: 5	25
Television	0	\$0	2	\$75,000	TV/PR/DM/CI/Othr: 9	42
TV / Reality	1	\$5,000	5	\$283,000		
Commercial/Infomer	7	\$225,760	29	\$649,260		
Still Photography	5	\$200,000	36	\$569,200		
Documentary	1	\$4,500	7	\$85,500		
Digital Video/Web	5	\$12,400	29	\$15,900		
Corporate	0	\$0	6	\$36,600		
Student	0	\$0	0	\$0		
Other/ Music Video/Short	1	\$2,360	11	\$60,760		
	21	\$1,780,020	128	\$3,166,220		



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2019-2020 Fiscal YTD Totals

Month	Projects	Shoot Days	Hires	Rooms	County Spend
2019 October	31	83	216	64	\$222,050
2019 November	31	78	175	154	\$357,150
2019 December	23	62	72	341	\$266,400
2020 January	22	77	209	289	\$540,600
2020 February	21	32	135	203	\$1,780,020
Totals	128	332	807	1,051	\$3,166,220

2020 Calendar YTD Totals

Month	Projects	Shoot Days	Hires	Rooms	County Spend
January	22	77	209	289	\$540,600
February	21	32	135	203	\$1,780,020
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Totals	43	109	344	492	\$2,320,620

