

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

Production Type	Production Company	Project Title	Local Hires	Rm Nights	Project Budget Spent in Pinellas County	
Commercial / Advertising	Yellow Tree Studio, LLC	UMA Commercial	13	1	19000	16650
Commercial / Advertising	TIYS LLC	TIYS Clothing Shoot	5	0	500	100
Commercial / Advertising	Diamond View Studios	Ultimate Medical Academy	15	0	70000	45000
Commercial / Advertising	Bluewater Media	Go Fan	0	0	500	0
Commercial / Advertising	Mfilms	Spartan Mosquito	20	10	30000	14000
Commercial / Advertising	Trek Bicycle Corporation	TREK Verve+	0	40	20000	6000
Corporate / Industrial	Contender Productions	St. Pete EDC Innovation Video	27	0	450	350
Corporate / Industrial	Publix Supermarkets Inc.	Publix, For Life	10	0	n/a	20000
Feature	ICON FILM, LLC	ICON	16	45	50000	39000
Short Film	Florida State University Board of Trustees dba The Co	Clave	5	8	5236	2000
Short Film	Brick Creative, LLC	Blinded by the Dark	4	0	500	200
Still Photography	Dicks Sporting Goods	Dicks Sporting Goods	28	100	250000	80000
Still Photography	Just Peachy Pixels Photography	1 year old shoot	0	0	0	0
Still Photography	Elite Sportswear	Dolfin Swimwear - FW20 Photo and Video Shoot	20	24	30000	30000
Still Photography	Just Peachy Pixels Photography	Holiday Photos	0	0	0	0
Still Photography	Mike Ramos Inc	White Mountain Shoes	2	3	30000	30000
TV / Reality	NorthSouth Productions, LLC	90 Day Dream Home	14	46	2300000	230000
TV / Reality	Magilla Entertainment	Beachfront Bargain Hunt	12	7	n/a	26000
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Social Series	0	0	5000	1000
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Social Series	1	0	2000	0
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Communities	3	0	3500	0
Web Series	Miles Partnership, LLLP	Visit St Pete Clearwater Social Series	2	0	3500	300
January 2020 Totals			197	284	\$ 2,820,186	\$ 540,600

Production Type Key	Number of Productions by Type	Local Spend by Production Type	# Prods YTD	Spend Fis YTD	JAN '20 Leads	FY to Date Oct 19 - Sept 20
Film	1	\$39,000	2	\$61,000	Film Leads: 9	20
Television	0	\$0	2	\$75,000	TV/PR/DM/CI/Othr: 14	33
TV / Reality	2	\$256,000	4	\$278,000		
Commercial/Infomer	6	\$81,750	22	\$423,500		
Still Photography	5	\$140,000	31	\$369,200		
Documentary	0	\$0	6	\$81,000		
Digital Video/Web	4	\$1,300	24	\$3,500		
Corporate	2	\$20,350	6	\$36,600		
Student	0	\$0	0	\$0		
Other/ Music Video/Short	2	\$2,200	10	\$58,400		
	22	\$540,600	107	\$1,386,200		



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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
Totals	107	300	672	848	\$ 1,386,200

2020 Calendar YTD Totals					
Month	Projects	Shoot Days	Hires	Rooms	County Spend
January	22	77	209	289	\$540,600
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Totals	22	77	209	289	\$ 540,600

