

**St. Petersburg/Clearwater Film Commission  
January 2022 Report - Prepared by: Tony Armer**

Production Type	Production Company	Project Title	Local Hires	Rm Nights	Project Budget	Spent in Pinellas County
Commercial / Advertising	Bluewater Media	Lumana	12	0	\$5,000	\$5,000
Commercial / Advertising	Bluewater Media	Lipozene Lipozenie	14	0	\$130,000	\$2,000
Commercial / Advertising	First Light Productions	Dick's Sporting Goods	25	15	\$200,000	\$80,000
Commercial / Advertising	Motorcade Productions	TECO The Peoples Gas Commercial	40	0	\$170,000	\$170,000
Commercial / Advertising	Totem Films & Video Productions	Desjardins	5	0	\$40,000	\$40,000
Documentary	Fox Sports	Fight Camp	9	0	\$5,000	\$5,000
Feature	KIARO PICTURES LLC	115 GRAINS	3	0	\$250,000	\$10,000
Feature	Lean Love Movie 21, LLC	Lean Into Love	30	244	\$420,000	\$420,000
Short Film	Victoria Jorgensen	The Click	0	3	\$10,000	\$8,000
Short Film	Incline Productions	Gloss	5	0	\$5,000	\$5,000
Short Film	Moore Media LLC	Love Seat	10	0	\$20,000	\$20,000
Still Photography	Kimberley Asante Photography	The Shenhav Family at Fred Howard	1	0	\$500	\$500
Still Photography	Tatro Media Inc	Dicks Sporting Goods	25	35	\$200,000	\$100,000
Still Photography	Amanda Berthany Productions LLC	Anheuser Busch	8	0	\$100,000	\$80,000
Still Photography	HSN	HSN Spring Fashion Editorial Campaign	15	2	\$8,000	\$5,000
TV / Reality	WYWS PRODUCTIONS	Welcome To Plathville	15	0	\$100,000	\$20,000
TV / Series	The Heliconia Press Inc.	Adventure Cities St. Pete Clearwater	5	30	\$250,000	\$20,000
TV / Series	Red Rock Films	Shark Attack Files S2	4	1	\$3,000	\$3,000
	<b>January 2022 Totals</b>		<b>226</b>	<b>330</b>	<b>\$1,916,500</b>	<b>\$993,500</b>
<b>Production Type Key</b>	<b>Number of Productions by Type</b>	<b>Local Spend by Production Type</b>	<b># Prods YTD</b>	<b>Spend Fis YTD</b>	<b>JAN '22 Leads</b>	<b>FY to Date Oct 21 - Sept 22</b>
Film	2	\$430,000	5	\$1,010,000	Film Leads: 12	<b>22</b>
Television	2	\$23,000	6	\$769,000	TV/PR/DM/CI/Othr: 5	<b>23</b>
TV / Reality	1	\$20,000	10	\$339,100		
Commercial/Infomer	5	\$297,000	26	\$1,490,800		
Still Photography	4	\$185,500	25	\$351,700		
Documentary	1	\$5,000	4	\$10,600		
Digital Video/Web	0	\$0	4	\$77,200		
Corporate	0	\$0	1	\$500		
Student	0	\$0	0	\$0		
Other/ Music Video/Short	3	\$33,000	10	\$42,100		
	<b>18</b>	<b>\$993,500</b>	<b>91</b>	<b>\$4,091,000</b>		



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<b>2021-2022 Fiscal YTD Totals</b>					
<b>Month</b>	<b>Projects</b>	<b>Shoot Days</b>	<b>Hires</b>	<b>Rooms</b>	<b>County Spend</b>
2021 October	24	84	188	40	\$708,500
2021 November	24	89	244	152	\$1,006,600
2021 December	25	65	388	452	\$1,382,400
2022 January	18	37	226	330	\$993,500
2022 February					
2022 March					
2022 April					
2022 May					
2022 June					
2022 July					
2022 August					
2022 September					
<b>Totals</b>	<b>91</b>	<b>275</b>	<b>1,046</b>	<b>974</b>	<b>\$4,091,000</b>

<b>2022 Calendar YTD Totals</b>					
<b>Month</b>	<b>Projects</b>	<b>Shoot Days</b>	<b>Hires</b>	<b>Rooms</b>	<b>County Spend</b>
January	18	37	226	330	\$993,500
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Totals</b>	<b>18</b>	<b>37</b>			<b>\$993,500</b>



