



ST.PETE CLEARWATER

Film Commission

FY 2021 BUDGET WORKSHOP



Film Commission FY 2020 Sales Plan

RECAP

Moving forward in FY20 post COVID numbers across the board will be down. There should be an uptick in commercial productions as everyone gets back to work. Summer is typically slow but should be busier this year with the number of productions. Overall spend will be down as budgets are being cut. Postponed events will take place near the end of FY20. Incentive support of feature film productions could still pickup but is yet to be determined.

GOAL 1:

Arts & Culture Department Expansion: Codify all the elements Visit St. Petersburg Clearwater already does with Film Arts & Culture by consolidating film, arts, culture and community relations under one department.

- FY 2020 Creative Pinellas contract executed. Deliverables are being fully executed via the contract agreement.
- Community relations moved to Community & Brand Engagement during FY19.

GOAL 2:

Respond to and fulfill 45 leads for feature and independent films.

- Responded to 42 leads as of February 2020. On track to surpass this goal. FY17 - 313 (goal 45), FY18 - 73 (goal 45), FY19 - 51 (goal 45).
- Lead creation and marketing development at the following events/trade shows to date:
 - American Film Market Los Angeles, CA – November 2019.
 - Focus Location Show London – December 2019.
 - Dunedin Film Festival – January 2020.
 - Sunshine City Film Festival – January 2020.
 - Sundance/Slamdance Film Festivals - January 2020.





GOAL 3:

Continue to support the growth of a signature film festival event as a major tourism draw and showcase the area to out-of-town producers and filmmakers.

- Directly communicated and individually pitched the benefits and programs Film SPC can offer to over 120 filmmakers (local and out of town) attending the Sunscreen Film Festival.
- Showcased destination to over 75 producers, directors and filmmakers who travelled to the destination for Festival.
- Filmmakers traveled from Los Angeles, New York, Europe, South America and other areas to attend the event.
- Film SPC was fully branded on all PR and marketing for the event.
- Participated in Dunedin Film Fest, Tampa Bay Latin Film Fest, Sunshine City Film Fest, Gasparilla, and Tampa International Gay and Lesbian Film Festivals. Held multiple FAM's with attending filmmakers.

GOAL 4:

Secure 65 commercials and direct-response videos (infomercials) to be filmed in Pinellas County.

- 35 commercial projects have filmed through April 2020 including major brands like Publix, Trek Bikes and Dick's Sporting Goods. FY17 – 71 projects (goal 52), FY18 – 55 (goal 65), FY19 – 71 (goal 65).

GOAL 5:

Generate and respond to 150 qualified leads from producers of network, cable television.

- Generated and responded to 48 leads to date – on target to meet FY20 goal.
- FY17 - 297 leads (goal 150), FY18 - 258 (goal 150), FY19 - 125 (goal 150).

GOAL 6:

Create branded digital media content and develop in-destination digital media content for YouTube, Vimeo, Amazon, etc.

- Created informative insurance video, informing productions on best practices for insurance during the permitting process.
- Created PSA in partnership with St. Petersburg Police Department that covered the importance of using Police services when filming scenes with prop weapons, simulated fights, road closures, etc.





- Created videos of ongoing educational workshops including Film Finance and Screenwriting-The First 10 Pages.
- Supported web series and digital content of special events like *Film Jams* and *Bernie the Dolphin 2* Film Premiere.

GOAL 7:

Generate and respond to 40 qualified leads for print photography projects.

- To date, the Film Commission has responded to 38 (As of April 2020) leads from print photography. On track to surpass this goal. FY17 – responded to 37 leads (goal 40), FY18 – 42 (goal 40), FY19 – 54 (goal 40).

GOAL 8:

Host a minimum of 2 in-destination events utilizing recognizable entertainment industry talent to draw media and public attention to the area.

- Partnered with Digital Department to host Andrew Huang to create branded video content promoting the destination.
- The Film Commission is in discussion with potential industry talent that fits the parameters of the program for the current fiscal year.
- FY17 – hosted 2 events (goal 2), FY18 - 2 (goal 2), FY19 - 2 (goal 2).

GOAL 9:

Support a minimum of 3 projects via the Film Business Development Program.

- On track to support 6 projects this fiscal year, including 2 Hallmark Channel films, 3 Independent Features and in discussions with others.
- FY17 – 6 projects (goal 3), FY18 - 5 (goal 3), FY19 - 6 (goal 3).





Film Commission FY 2021 Budget Summary

Sales	
(7) Trade Shows/Conferences	\$45,300
Marketing Support	\$132,500
Business Development	\$1,425,000
Other	\$5,000
Total Sales	\$1,607,800
Travel	\$34,600
Professional Development	\$1,500
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Total Budget Request	\$1,643,900
 FY20 Budget	 \$2,068,900
 Variance*	 -21%

*Variance due to Covid-19 reductions.





Film Commission
FY 2021 Budget Request

Show/Event/Organization	Location	Dates	Travel	Sales Cost	Professional Development	Total
Direct Marketing Programs						
Sunscreen Film Fest West	Los Angeles, CA	October	\$3,500	\$5,000		\$8,500
New Orleans Film Festival	New Orleans, LA	October	\$2,100	\$5,000		\$7,100
American Film Market	Los Angeles, CA	November	\$4,000	\$1,200		\$5,200
FOCUS Locations Show	London, UK	December	\$4,000	\$11,000		\$15,000
Marche du Film	Cannes, France	May	\$8,000	\$20,000		\$28,000
Slamdance Miami*	Miami, FL	May	\$2,000	\$1,500		\$3,500
Produced by Conference	Los Angeles, CA	June	\$3,500	\$1,600		\$5,100
Total Direct Marketing Programs						\$72,400
Marketing Support						
Film SPC Advertising, Marketing		All year		\$22,500		\$22,500
Sunscreen Film Fest	St. Petersburg	May		\$45,000		\$45,000
Film Commission Digital Industry Destination Marketing	Local	Spring & Fall		\$30,000		\$30,000
Film Commission Video Content Development	Pinellas	All year		\$35,000		\$35,000
Total Marketing Support						\$132,500
Development Marketing						
Film Business Development Program		Various		\$1,400,000		\$1,400,000
In-bound Scouting Trips	Pinellas	All year		\$25,000		\$25,000
Total Development Marketing						\$1,425,000
Other						
Film Permit/Research Software				\$4,000		\$4,000
Film Florida Committee Meetings, Local Mileage	Various	All year	\$5,000	\$1,000		\$6,000
Association of Film Commissions International	Los Angeles, CA	April	\$2,500		\$1,500	\$4,000
Total Other						\$14,000
Film Commission Totals			\$34,600	\$1,607,800	\$1,500	\$1,643,900
* Indicates New Initiative					Total Budget Request	\$1,643,900





Film Commission			
Direct Marketing Programs	Location	Dates	Benefit
Sunscreen Film Fest West	Los Angeles, CA	October	Annual business development event in the industry hub for the film, TV, commercial, digital media business. One to one appointments and follow up meetings from previous tradeshows. 20+ appointments.
New Orleans Film Festival	New Orleans, LA	October	Annual business development event in a Southeastern U.S. based industry hub. One to one appointments, sales calls, destination presentations.
American Film Market	Los Angeles, CA	November	Largest international tradeshow in United States. One to one appointments, sales calls, destination presentations. 20+ meetings, follow ups from previous tradeshows.
FOCUS Locations Show	London, UK	December	Global location specific tradeshows for commercial, digital and film production. Partnering with 2-3 other Florida Film Commissions to have an expanded presence at the event. 54 one to one appointments in 2019.
Marche du Film, Film Market	Cannes, France	May	One of 4 major film tradeshows held annually. One of 3 major markets with a Film Commission specific and location specific component to promote destinations around the world for commercial, digital and film production. Over 260 one to one appointments at previous show film commission had a booth at. Follow up meetings from previous tradeshows. \$1 million in direct spend in the destination resulting from this show.
Slamdance Miami*	Miami, FL	May	Annual business development event in a Southeastern U.S. based industry hub. One to one appointments, sales calls, destination presentations. New Show.
Produced by Conference	Los Angeles, CA	June	Annual educational and business development conference. Hosted by the Producers Guild. Continuing education sessions and one to one appointments. Over 20 appointments in 2019.
Marketing Support			
Film SPC Advertising, Marketing		All year	Advertising and Marketing in Regional, National and International Publications and Digital Platforms promoting St. Pete Clearwater. Reaching a broad range of content creators from commercial, digital media, TV and film production. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions.
Sunscreen Film Fest	St. Petersburg	May	Enables direct interaction with dozens of out of town filmmakers to showcase the destination, is an internationally known event that attracts tourism from across North America and internationally. This event has resulted in numerous productions coming to the area as a result of filmmakers first visiting due to attendance at the film festival. Attendees traveling to St. Pete stay for an average of 3 days and book lodging in the area. The event has past economic impact reports showing an impact of over \$1 million each year. Continuing to promote the destination to out town attendees. Conduct a location FAM tour of attendees showcasing the area. Broad exposure on all PR, marketing and advertising materials in print, broadcast and online. Video presentations prior to all screenings for all attendees, verbal mentions and the opportunity to speak to all attendees at screenings and events. Measureable effectiveness of attending will be determined by the number and quality of sales meetings, leads from engaging attendees. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions. Hosted over 20 filmmakers for a custom FAM tour in 2019.
Film Commission Digital Industry Destination Marketing	Local	Spring & Fall	Creation of destination specific digital campaigns that expand the awareness and favorable impression of the destination. Engaging content creation to maximize impressions and broad reach marketing the destination. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions.
Film Commission Video Content Development	Pinellas	All year	Reaching a broad range of content creators from commercial, digital media, TV and film production. Video specific advertising and marketing materials used as sales tools and promotional pieces attracting production and tourism to the area. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions.





Development Marketing			
Film Business Development Program		Various	Continuation of this highly successful program that has attracted 31 productions to the area in 5 years that have spent over \$12 million in the destination. Continue to market this program to Executives, Producers, Directors and film investors. The goal of attracting at least 3 productions via the program each year. Measure effectiveness by how many productions come to the area and film, the number of inquiries about the program, the number of FAM tours and location scouts that result from marketing and engaging about the program.
In-bound Scouting Trips	Pinellas	All year	Bringing potential film, TV and digital creators to the area is the best way to showcase Pinellas County. Using the sales missions, local film festivals, events and marketing initiatives, to attract a wide array of content creators in commercial, digital, TV and film. Hosting customized FAM tours and location scouts to secure new business. Measure effectiveness by the number of FAM's and scouts, the number of people taken on these tours and productions that come to the area and film as a result of the tours.
Other			
Film Permit/Research Software			The main tool utilized by the Film Commission in processing permits and tracking all pertinent economic data.
Film Florida Committee Meetings	Various	All year	Working with the Statewide organization for film in Florida, statewide film commissions and businesses to create more opportunities and bring more production to the area. Engaging with stakeholders across the State in the production industry. Deepening relationships with stakeholders and the Statewide organization to further enhance St. Pete Clearwater's business practices and effectiveness as a Film Commission. Measuring effectiveness by the number of Film Florida events attended, strategies and tools developed for furthering the film commission's goals.
Professional Development, AFCI	Los Angeles	April	Founded in 1975, Association of Film Commissioners International (AFCI) is the only global non-profit professional organization representing city, state, regional, provincial and national film commission members on six continents. AFCI Week is a multi-day event open to AFCI Members, Affiliates and sponsors includes networking opportunities with entertainment industry decision makers, educational opportunities targeted at enhancing business practices and prime opportunities for lead-generation.

* Indicates New Initiative





Film Commission FY 2021 Sales Plan

GOAL 1:

Increase awareness and knowledge of the St. Petersburg Clearwater area as a destination location for Commercial, Film, TV, Unscripted and Digital Content Production. Engage projects of all budget levels by actively soliciting projects from at least 7 trade shows and events.

STRATEGIES:

- Participate in direct marketing and sales missions at major film markets, festivals, trade shows and in the Los Angeles market. Content Producers at these events work across multiple platforms including; Commercials, Feature Films, TV, Unscripted Programming, and Digital Content. Focus on not just North America but expand International reach:
 - Attend these 2 major market trade shows:
 - ♦ American Film Market (November 2020) – Exposure to over 7,000 attendees. Meet with decision makers to bring productions to St. Pete Clearwater. Attend continuing education workshops that are a part of the market.
 - ♦ Marche du Film (May 2021) - The IPW of film Trade Shows. The direct economic spend as a result of attending for 3 years is an ROI of more than 9 times the cost of attendance. Additionally, overall exposure from past attendance has expanded St. Pete Clearwater's profile aiding in the record-breaking productions in destination during FY 2019.
 - Sunscreen West, Los Angeles (festival and seminars, October 2020) Provides marketing and advertising exposure in the Los Angeles market. Participate with filmmakers to sell St. Pete Clearwater as the destination for independent films budgeted at \$2 million or less. Attend continuing education workshops that are a part of the event.
 - New Orleans Film Festival (Oct. 2020) - Due to its proximity to Florida focus on Southern and Florida-made films. Convert films budgeted at \$2 million or less from New Orleans productions to St. Pete Clearwater.
 - FOCUS Locations Show (December 2020) - Exposure to over 2,000 producers, directors, location & production managers This is one of only a few global location specific trade shows for commercial, digital and film production. Meet with decision makers to close deals to bring production to St. Pete Clearwater. Partner with 2-3 other Florida Film Commissions to have an expanded presence at the event. Engage in direct sales marketing to this group that will result in destination exposure and future production in Pinellas County.





- Slamdance Miami (May 2021) – Slamdance is considered one of the top independent film festivals in the Country. Starting in 2020 Miami is a brand-new location for an offshoot of the event that occurs in Park City every January. Focus on branding and marketing St. Pete Clearwater to attract business to this area.
- Produced by Conference (June 2021) – The only conference hosted by the PGA (Producer's Guild of America). Provides marketing and advertising exposure and meetings with decision makers to close deals and bring productions to St. Pete Clearwater. Attend continuing education workshops that are a part of the conference.
- Organize a minimum of 4, or as many as possible, custom scouting trips and meetings with creators who have projects that would fit in Pinellas locations. Scouting trips include showing off appropriate locations, introducing participants to key individuals and providing hotel accommodations and ground transportation while in destination.

GOAL 2:

Continue to support the growth of a signature film festival event as a major tourism draw and showcase the area to out-of-town producers and filmmakers.

STRATEGIES:

- Leverage exposure from participation to increase brand awareness and recognition of the destination.
 - Headline Sponsor of the Sunscreen Film Festival.
 - Sunscreen is the longest running mainstream film festival in all of Tampa Bay and Pinellas County's only major international film event. It is a tourism, marketing and branding draw to the area that brings in filmmakers and visitors from across North America, Europe, Central and South America, and Asia.
 - There is no better way to showcase the destination than having people actually in the destination. Conduct FAM tours for filmmakers to showcase the area. Conduct one on one and group informational sessions informing attendees of the benefits of filming in the area.
 - Filmmakers have produced numerous films in destination as a result of being introduced to the area at the Sunscreen Film Festival. Nine productions of note spending close to \$2 million in the local community.
- Participate as a sponsor in Dunedin International Film Fest, Gasparilla Film Fest, Tampa Bay Latin Film Fest, Sunshine City Film Fest and Tampa International Gay and Lesbian Film Festival in order to meet and showcase the destination to any filmmakers whose work is screened at those festivals.





GOAL 3:

Increase awareness and knowledge of the St. Petersburg Clearwater area as a filming destination to in-State based production companies.

STRATEGIES:

- Continue to build relationships among producers on the Gulf Coast of Florida to grow the number of projects coming to St. Pete Clearwater from Hillsborough, Pasco, Manatee and Sarasota Counties.
- Participate in Film Florida, Women in Film and other industry trade association events to actively recruit projects from other areas of the State.

GOAL 4:

Create branded digital media content and develop in-destination digital media content for YouTube, Vimeo, Amazon, etc.

STRATEGIES:

- Create original Film Commission specific video content to market the destination as a filming location. Create social media and YouTube content in the form of promotional videos, workshops, and informational pieces. Integrate and add more video content to social channels, YouTube and the website to highlight locations and unique experiences for film, television, digital content, commercials and print photography.
- Continue initiative of shooting music videos in the destination using nationally and internationally recognized artists. Destination highlights will be included in the music videos, which generally get extensive online viewing. Work with Advertising & Promotions Department.
- Continue the existing Digital/YouTube Partner program with digital content creators that have a broad viewership and social media reach. Work with Digital & Communications Department to expand influence, reach, branding and marketing of destination on digital platforms.





GOAL 5:

Host a minimum of 2 in-destination events utilizing recognizable entertainment industry talent to draw media and public attention to the area.

STRATEGY:

- Host 2 in-destination events or Digital/TV series shoots per year (such as the Smarter Every Day-Destin Sandlin YouTube video shoot, George Takei event from October 2014, Freddie Wong from November 2015, Gary Busey and Paul Sorvino from 2016, and Joe Pantoliano and Robert Davi from 2017, Bernie the Dolphin 1 & 2 Film Premieres in 2018, 2019 and the Andrew Huang partnership from 2019). Create branded video content with recognizable and marketable entertainment industry talent. Create a branded event open to the public with talent to generate traditional and social media exposure. Create branded videos and still photographic content for use as a marketing and branding tool highlighting the destination with industry talent.

GOAL 6:

Support a minimum of 3 projects via the Film Business Development Program.

HISTORY:

- The State of Florida discontinued its film incentive program in 2016. As a result, States that do have incentive programs like Georgia and Louisiana have been very successful at drawing business away from Florida. Several highly publicized projects that were slated to be produced in our area have been filmed in Georgia (Live by Night, Gifted). Numerous other not so publicized projects have left the state and other projects will not even consider filming in Florida without a State film incentive program. With this in mind, VSPC's Film strategy is to focus on attracting projects budgeted at \$2 million or less. Moonlight which filmed in Miami and won the Academy Award for Best Picture is the perfect example of the type of film the program is working to attract. The company behind Moonlight, A24 filmed Zola in FY2019 locally. That film premiered at Sundance 2020 to rave reviews.
- Since 2015, the Pinellas County Film Business Development Program has attracted 31 projects that have spent \$12,961,000 in the area. The Film Business Development Program paid \$1,583,800 to these projects, which results in a direct ROI of over 8.1 times the funds spent.
- An additional \$1.2 million was added to this program in FY2020 due to increased demand. In the first quarter of 2019 two Hallmark films each budgeted at over \$2 million filmed in Pinellas County because of the Business Development Program.





STRATEGY:

- Review applications for and administer the Film Business Development Program to ensure marketing partnerships fulfill the mission of providing exclusive destination exposure for St. Pete/Clearwater as an area with a growing reputation for filmmaking and television programming, great locations, and excellent crew and equipment resources. Target: 5 projects

