

FILM COMMISSION

2010-2011 Sales Plan

**Prepared by Jennifer Parramore
Film Commissioner**

GOAL

Respond to and fulfill 50 leads for feature and independent films.

STRATEGIES:

Participate in the co-operative trade mission to the European Film Market with Film Florida (the statewide industry trade association) and the Governor's Office of Film and Entertainment (the state film commission). Operate exhibition booth at market and host meet-and-greet events.

Participate in co-operative trade mission to South by Southwest Film Festival with the Governor's Office of Film and Entertainment, Film Florida and the Bay Area Arts and Music Organization (founders of the Florida Bandango in Austin). Exhibit at trade show and co-host two events.

Participate in the Association of Film Commissioners International Locations Trade Show co-operatively with Film Florida and the Governor's Office of Film and Entertainment.

Participate in co-operative tradeshow and trade mission to New York for the Independent Feature Project (IFP) along with the Governor's Office of Film and Entertainment and Film Florida.

Participate in co-operative sales mission to New York as part of the Tribeca Film Festival with Film Florida and the Governor's Office of Film and Entertainment. Co-host event honoring Florida films and filmmakers.

Position Pinellas County to reach more film producers and directors via internet communications by providing more information in more accessible and comprehensive formats.

Continue marketing partnerships with established, regional film festivals to promote Pinellas County to their visiting directors, writers and producers through face-to-face meetings and/or customized scouting trips to showcase locations.

Organize minimum of three custom scouting trips or meetings with producers and filmmakers who have feature film projects.

Build support for feature filming among local businesses and government officials by individual meetings and production meetings, whenever possible.

Actively participate in Film Florida, the statewide trade association for marketing and legislative affairs, and continue close relationship with staff of the Governor's Office of Film and Entertainment.

GOAL:

To partner with independent films through the Film Development Marketing Program that will promote the St. Petersburg/Clearwater area as a film production destination.

STRATEGY:

Review applications and administer film development marketing grant(s) that fulfill the mission of the program, in that they will provide destination exposure for St.

Pete/Clearwater, expand awareness of the county among filmmakers on a national and international scope, and provide positive economic impact.

GOAL

Secure 45 commercials and interactive marketing videos (infomercials) to be filmed in Pinellas County.

STRATEGIES

Invite qualified production managers and location managers from Florida for a customized scout of new locations, business hotels, and private homes in St. Petersburg-Clearwater.

Build stronger relationships among locally based infomercial producers, as these companies continue to grow internationally, morph to the next technical level, and create more jobs.

Increase our one-to-one partnerships with local companies and crew to enable them to more thoroughly market themselves to prospective clients, e.g., sharing images, discs, promotional materials, and databases.

Position Pinellas County to reach more content producers via internet communications by providing more information in more accessible and comprehensive formats. Include segment that demonstrates the breadth and scope of companies situated in Pinellas County.

Actively participate in and support Film Florida, the statewide trade association for marketing and legislative affairs, Women in Film and Television, Bay Area Arts and Music Association, and other cultural and business associations.

GOAL

Generate and respond to 130 qualified leads from producers of network and cable television, video, multi-media and print photography projects.

STRATEGIES

Organize a minimum of two location scouting schedules for photographers, producers and/or creative directors for print photography (catalogs, websites, magazines and ad agencies).

Organize a custom scouting trip for commercial photographic producers based in this region to showcase locations carefully selected for still photography, and include business hotels that can accommodate the particular needs of commercial photographic crews.

Build one-to-one relationships with local location scouts to give the film commission and the scouts' access to each other's respective photo libraries, thus expanding the images available to show creative directors and attract their business here.

Develop a page on the redesigned website that showcases locations specially selected to enhance the still photographic image.