

# FILM COMMISSION

## 2009-2010 Sales Plan

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Film Commissioner

### GOAL

**Economic conditions: Fulfill three new initiatives to maintain our strength in light of the current economic recession.**

### **STRATEGIES:**

Cultivate a stronger German market by developing contacts within the film production and still photo professions; participate in Film Florida's Berlin sales mission.

Position Pinellas County to reach more commercial, film, video and advertising producers via internet communications by providing more information in faster, more accessible, and comprehensive formats.

Build alliances with local music promoters to market Pinellas as a vibrant market for recording, performing and visiting music venues.

## **GOAL**

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

#### **STRATEGIES:**

Participate in co-operative trade mission to South by Southwest Film Festival with the Governor's Office of Film and Entertainment (the state film commission) and Film Florida (the state trade association). Exhibit at trade show and co-host two events.

Participate in co-operative Association of Film Commissioners International Locations Trade Show with the state film commission and Film Florida.

Participate in co-operative tradeshow and trade mission to New York for the Independent Feature Project (IFP) along with the state film commission and Film Florida.

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

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

Aid the growth of local organizations that promote the industries of filmmaking.

Maintain close communication with Florida's Los Angeles liaison and the state film commission with monthly telephone conferences and frequent communications about leads.

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 for and administer film development marketing grants (the first of its kind in the nation) to two film projects 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, and provide positive economic impact.

## **GOAL**

**Secure 47 commercials and interactive marketing videos (infomercials) to be filmed in Pinellas County.**

## **STRATEGIES**

Organize customized in-bound scouting trips for qualified commercial producers and creative directors from our primary and secondary markets.

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

Participate in trade mission to the Association of Independent Commercial Producers (Florida chapter) annual meeting co-operatively with state film commission and Film Florida.

Build stronger relationships among locally based infomercial producers, as these companies continue to grow internationally 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.

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 groups.

## **GOAL**

**Generate and respond to 115 qualified leads from producers of network and cable television, video, multi-media and print photography projects, an increase of 15 percent.**

## **STRATEGIES**

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

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.