

# FILM COMMISSION

## 2008-2009 Sales Plan

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Film Commissioner

### GOAL

**Respond to and fulfill 50 leads for feature and independent films, an increase of 43 percent from previous fiscal year.**

### **STRATEGIES:**

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 (the state film commissioner) and Film Florida (trade association). We will staff a booth and host the Florida Wasabi party in NYC, an event that has come to brand Florida at IFP.

Participate in co-operative tradeshow and trade mission to New York for the Tribeca Film Festival, along with the state film commission and Film Florida to host the Apples and Oranges Party, a brand which we are building in this important New York festival. Apples and Oranges honors the filmmakers of Florida-related pictures that are entered in Tribeca.

Participate in co-operative tradeshow and trade mission to the Toronto International Film Market and Festival, one of the top five in the world for film sales. Our contingent will exhibit and host a reception for the Florida-related films that are admitted to the festival and available for the market.

Participate in co-operative trade mission to Austin for South by Southwest Film Festival with state film commissioner and Film Florida. We will exhibit in the tradeshow and host the branded "A Taste of the SE at SXSW" for registered filmmakers and Florida-related films.

Continue marketing partnerships with regional film festivals to promote Pinellas County to their visiting directors, writers and producers as an effective place to make a film, hire crews, and rent equipment. When possible, we'll organize custom scouting trips to showcase locations and make introductions to local independent filmmakers.

Participate in co-operative AFCI Locations Trade Show with the state film commission and Film Florida. This locations tradeshow is sponsored each year by the Association of Film Commissioners International in Santa Monica.

Implement new location image system for that will increase storage capacity, response time and data-tracking capability.

Organize at least three custom scouting trips or meetings with filmmakers who have feature film projects. We will prepare a custom scouting itinerary and support materials, and arrange accommodations if needed.

Aid the growth of local organizations that promote the business of filmmaking and industry growth.

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

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

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 areas as a film production destination.**

## **STRATEGIES:**

Review applications for and administer film development marketing grants (the first of its kind in the nation) to a maximum of three film projects that fulfill the guidelines of the program, in that they have solid business plans, will provide destination exposure for St. Pete/Clearwater, expand awareness of the county among filmmakers, and provide positive economic impact.

Participate in trade missions co-operatively with Film Florida and the state film commission to the Toronto Film Market, South by Southwest Film Festival, Independent Feature Project Market, Tribeca Film Festival, and Sarasota Film Festival.

## **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. Our focus will be on selectively inviting guests, and structuring individualized trips.

Invite qualified production managers and location managers from this area and Florida to St. Petersburg-Clearwater, and introduce them to locations and unique private homes. Florida is fortunate to have four major production centers to draw from, and these professionals often determine filming locations.

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

Build stronger relationships among infomercial producers, city and county economic development departments, and the film commission as these companies continue to grow internationally and create more jobs.

Implement new location image system for that will increase storage capacity, response time and data-tracking capability.

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, Association of Independent Commercial Producers, Women in Film and Television, 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.

Coordinate upgrading of film commission website with internet marketing director, to offer wider image displays.

## **GOAL**

**Complete the professional accreditation process for the “Certified Film Commissioner” program by the Association of Film Commissioners International**

## **STRATEGIES:**

Complete second phase of the formal certification process established by the AFCI to train film commissioners in standards for economic development tracking, marketing, leadership and film production.

Submit an approved “case study” on a film commission operations issue for review by the AFCI certification committee.