

FILM DEPARTMENT

APRIL 2007 Report

Prepared by: Jennifer Parramore
Film Commission Director

The film commission joined with seven Film Florida members and the Governor's Office of Film and Entertainment at Locations Expo in Santa Monica in mid April. The tradeshow drew 3,000 industry visitors to see the huge array of filming locations from around the world. In the years since the St. Pete-Clearwater film office has been attending this show, it has grown from a few US locations to include multiple European and Australian film commissions. This year, representatives from Kenya and even the Middle East attended. Competition is fierce among film commissions for film and TV business. Most offer incentive programs. The tradeshow is the only one that is exclusively sponsored by the Association of Film Commissioners International for its members in the Los Angeles area. While in LA, film commissioner Jennifer Parramore met with industry executives regarding films and economic development for the area.

Florida held its third Apples and Oranges Party in connection with the Tribeca Film Festival. The event is becoming a branded event in New York. It honors filmmakers who shot in Florida and who were selected to screen at the festival. This year, "The Air I Breathe," "Blackout," "Chops," "The Grand," "The Man of Two Havanas," "Monica and David," and "The Papaya Factory" screened at Tribeca.

The film office partnered with the St. Petersburg based Sunscreen Film Festival for their second annual event. Staff attended film screenings, mixers and a film distribution seminar comprised of top professionals in the field. As part of the film commission's partnership, visiting and local producers and directors scouted locations with film commission staff and enjoyed a lunch & tour of Indie Studios.

SHOOTS

- Sheehan Productions of Albany shot a commercial for an Automobile dealership at the Winning Inning in Clearwater with Brendan Harris of the Tampa Bay Devil Rays.
- The Florida Motion Picture and Television Association shot a video at the St. Petersburg Police station.

- Greyhouse Films shot a commercial for Sonny's on location and in the studio in St. Petersburg.
- Dillard's spent two days on a still photo shoot in Fort De Soto.
- Righteous Productions of San Diego filmed a music video with Alicia Marrin at Fort De Soto Park.
- MDS Advertising had a still photographer shooting in St. Petersburg and Clearwater for the Hyatt Aqualea.
- Sebastian Urrea filmed a music video for La Dinastia at Fort De Soto.
- Lucky 50 Productions and Moment Factory filmed a commercial for Buick Canada in Belleair and Clearwater.
- RBK Swimwear shot an ad at the North Shore pool.
- BI Worldwide shot a video for the Ford Edge at Clearwater Beach.
- Retirement Living TV shot for a few days at Sand Key Park.
- The Boston Proper catalog shot for 11 days in the downtown St. Petersburg area.
- Today's Feature filmed a commercial for Hanley Rehab at various locations in the county including the county landfill.
- City Beach Films was at the Epicenter and St. Petersburg/Clearwater Airport shooting a commercial for GoToMeeting.com.
- Island Girl Productions produced a print shoot locally for Steinmart. Locations included the Vinoy Resort.
- An indie feature shot at various locations in Pinellas County.
- Rock Noise Animation's show, "Isles of Tyrannos," shot at Boca Ciega Park.

LEAD RESPONSES

- Sent a location binder and production guide to Lauren Smith with Sparkstar.
- Sent photos of beaches to Kyoko Fukuda for a Tom and Jerry shoot.
- Sent photos of beaches to Dr. Anna Marie from The Weather Channel.
- Gave permit info to Jon Metheny of the FMPTA.
- Gave info on south Florida yachts and animal handlers to past client Wendy Hope.
- Sent photos of buildings to Graham Winick for a feature film.
- Sent photos of homes to Pete Donegian of Sullivan Productions.
- Gave permit info to Lyndale Pettus of Harpo Productions.
- Sent photos of towns and lakes to Mirius Entertainment for a potential feature film.
- Gave permit info on Sunset Beach to Jenny Gladden of Dillards.
- Sent photos of beaches to Jinx Harding for a Four Winds print ad.
- Sent photos to Steve Heller for a possible TV commercial.
- Gave info on prop houses to past client Tava Malloy Sofsky.
- Sent photos of jungle and swamp looks to Stevie Productions.
- Sent photos of lakes and beaches to GVD Photography.
- Sent photos of beaches to Debbie Pendergrass of Tropic Sound Studios.
- Sent photos of baseball stadiums to Sheehan Productions.
- Sent photos of beach homes to Fox 2000 for a potential feature film.

- Gave location info and assistance to Jeremy Peplow for a video on child safety with McGruff the Crime Dog.

MARKETING AND OPERATIONS

- Met with John Shickendanz of Riley/Arnold Productions.
- Film review panel for film development marketing program met 4-23 for planning session.
- Spoke to Tom Garrett's film class at University of Tampa.
- Attended the TIGLFF screening of "Almost Myself" at Largo Cultural Center. Met with visiting director Tom Murray.
- Met with Jeff Caron, location manager of the Todd Solondz film. Talked extensively with the three location scouts associated with the project, and assisted by fielding many phone calls from homeowners asking us for references on the location scouts.
- Spoke about location scouting at the April MPFI meeting.
- Visited the set of the City Beach Films shoot at the Epicenter.
- Met with aspiring location scout Dave Boulay about employment prospects in production.
- Attended the premiere of Victoria Jorgensen's film at the Ybor Festival of the Moving Image.
- Attended the Ritz Carlton presentation conducted by Carole Ketterhagen.
- Photographed the exhibits at the new Honeymoon Island Nature Center.
- Met with local production manager Carmen Shower.
- Met with Asher Gil about production company organization and studio.
- Met with Stan Kozma to further discuss his project to promote the area's tourism.
- Attended Tribeca Film Festival, and Film Florida's Apples and Oranges party at Tribeca.
- Held the first meeting of the new film development advisory panel.
- Partnered with Sunscreen Film Festival. Attended parties and events, hosted a dinner for directors and a tour of St. Petersburg for visiting directors and producers.

OTHER

Interview with Pinellas 18 for story on filming in Pinellas County with Mary Burrell and Len Ciecieszki. Interview Tampa Tribune regarding film production, handled by PR Department.

STATISTICS Current Month

	Queries	New Projects	Economic Impact*
April 07	70	25	\$561,700
April 06	41	20	\$622,200
Year to Date 2007	273	132	\$2,284,450
Year to Date 2006	173	65	\$1,721,400

Total Impact Reported for 2006: Figure doesn't include complete indigenous production data.

Film Commission Completed Production Report 2007

	Feature	TV	Commercial/ Infomercial	Print	Video	Documentary	Music Video	Other
January	0	2	2	12	3	1	2	0
February	1	3	2	5	1	0	0	0
March	1	4	4	9	3	0	0	0
April	1	2	5	5	2	0	2	0
May								
June								
July								
August								
September								
October								
November								
December								
Total	3	11	13	31	9	1	4	0

Annual Completed Production Report

	2003	2004	2005	2006
Feature	9	10	10	9
Television	24	26	17	29
Commercials/Info	28	29	35	57
Print	45	54	61	41
Non-Broadcast Video	15	17	9	11
Documentary	3	3	1	2
Music Video	2	0	2	3
Total	126	139	135	152

Film Florida

Celebrates Florida Films
& Filmmakers at the
2007 Tribeca
Film Festival



The Air I Breathe * Blackout * Chops * The Grand
* The Man of Two Havanas * Monica & David
* The Papaya Factory

Film Florida will honor these filmmakers
at the second annual
APPLES & ORANGES PARTY

Tuesday, May 1, 2007
7:00 p.m. to 10:00 p.m.

hotel QT
125 W 45 Street



WELCOME SUNSCREEN FILM FESTIVAL'S FILMMAKERS AND SUPPORTERS

We are proud to announce that the following projects recently filmed in the St. Petersburg/Clearwater area:

- Grace Is Gone • Hallow's Point • Burial at Sea
- Love Comes Late • Pawn'd • Onieric • A Glaring Emission •
- Mimoza • Real Premonition • 99 • No Shoes For Dancing
- First Incursion: America's War with Spain
- Inside the Handy Writer's Colony • Family Business
- Counter Intelligence



St. Petersburg/Clearwater
Film Commission

FloridasBeachFilm.com

*St. Petersburg/Clearwater Area Film Commission
A department of the Convention & Visitors Bureau and a Pinellas County government program*