



## FILM COMMISSION

### 2006 – 2007 SALES PLAN

Prepared by:  
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Film Commissioner

## GOAL

*Secure 25 commercials and interactive marketing videos (infomercials) to be filmed in Pinellas County, an increase of 19 percent from previous fiscal year.*

## STRATEGIES:

- Generate and develop direct relationships with at least 25 new prospects in established markets (New York, Chicago, Minneapolis, and Florida), more recently tapped markets (Nashville, Indianapolis, Atlanta, London), and a new market, Detroit area.
- Develop and implement a co-operative outbound sales mission to New York. This office, the Governor's Office of Film and Entertainment (the state film commissioner) and Film Florida, the statewide trade association, will conduct a campaign of multiple outbound missions to NYC to develop a greater awareness of Florida as a complete production center, with an emphasis on commercials and digital media.
- Host intensive scouting familiarization trip for highly qualified commercial producers and creative directors from Indianapolis, Chicago, Nashville, Atlanta and NYC to the St. Petersburg/Clearwater area. Focus will be on more selectively inviting guests, and structuring a more individualized trip.
- Develop and implement a co-operative outbound sales mission to the Detroit area with the Tampa Bay film commission. Sales mission would target ad agencies and production companies that specialize in automotive advertising.
- Invite qualified production managers, line producers and location managers from the immediate region 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.
- Plan a cooperative booth with Pinellas-based industry partners and the Tampa Bay Film Commission at SIGGRAPH, digital media expo in Los Angeles or alternate city. This will build awareness of the St. Petersburg/Clearwater – Tampa area as a full-service, high-quality place to produce advertising and entertainment content.
- Plan a cooperative booth with Pinellas-based industry partners and the Tampa Bay Film Commission at HD Expo, a digital media tradeshow and conference in Los Angeles and Chicago, to build awareness of the St. Petersburg/Clearwater – Tampa area as a full-service, high-quality place to produce advertising and entertainment content.
- Develop series of infomercial producer focus groups in Pinellas County, with the goal of creating more support and infrastructure for this industry, thus creating more jobs, and attracting like business to this county.
- Increase location images by absorbing newly acquired image library, uploading more images to redesigned website, and utilizing internet image services to transmit location information to prospects.



Expand location categories on our website to include more specific categories that appeal to commercial creative directors.

- Provide specialized information to enhance our responses to clients (in addition to essential production information) with materials such as industry production guides, maps, Visitor Guides, specialty brochures for golf or tennis, marine charts, etc.
- Develop a postcard for distribution to commercial producers/directors and creative directors. The images will showcase unusual and striking locations available for commercials and interactive marketing productions.
- Remain up-to-date on location status, city liaisons, roads and bridges, and buildings through monthly scouts.
- 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 30 qualified leads for feature and independent films, an increase of 32 percent from previous fiscal year.*

## STRATEGIES:

- Participate in co-operative tradeshow and trade mission to New York for the Independent Feature Project (IFP). This office, the Governor's Office of Film and Entertainment (the state film commissioner) and Film Florida will exhibit at IFP in October. During the same trip, we'll host the Florida party in NYC. This trip will be part of Film Florida's campaign of multiple outbound missions to NYC to develop a greater awareness of Florida as a complete production center for independent film.
- Plan cooperative booth with Pinellas-based industry partners and the Tampa Bay Film Commission at the American Film Market, a major market for film creators and distributors in Los Angeles. Our focus would be aiding locally produced films in the effort to secure distribution contracts, thus building the industry from within, creating more jobs, and attracting more independent production to this county.
- Develop series of independent filmmaker focus groups in Pinellas County, with the goal of growing a "film community," thus building the industry, creating more jobs, and attracting more independent production to this county.
- Sponsor a director or writer/director at the Tampa International Gay and Lesbian Film Festival. Combine the sponsorship with a locations fam trip and introduction to local independent filmmakers.
- Increase location images by absorbing newly acquired image library, uploading more images to redesigned website, and utilizing internet image services to transmit location information to prospects. Expand location categories on our website to include more specific categories that appeal to independent film producers.
- Scout and photograph locations to increase images on the website, thus expanding a producer's first-look opportunities of Pinellas County.
- Organize two 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.
- Maintain close communication with Florida's Los Angeles liaison and the state film commission with monthly telephone conferences and frequent responses to leads.



- Provide specialized supplemental information proactively, i.e. location photo files, maps, Visitor Guides, marine charts, weather, brochures, etc.
- 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

*Generate and respond to 100 qualified leads from producers of network and cable television, video, multimedia and print photography projects.*

### STRATEGIES:

- Participate in National Association of Broadcasters tradeshow in Las Vegas in partnership with a local NAB member. This is the premiere industry tradeshow for television production.
- Target magazine and ad agency creative directors and photographers with postcard showcasing images of new and unique locations; include past clients in this campaign.
- Assist with and/or coordinate three location scouting schedules for photographers or producers for print work, including catalogs, websites, magazines and ad agencies.
- Increase location images by absorbing newly acquired image library, uploading more images to redesigned website, and utilizing internet image services to transmit location information to prospects. Expand location categories on our website to include more specific categories that appeal to magazine and ad agency creative directors.

## GOAL

*Earn full accreditation from the Association of Film Commissioners International.*

### STRATEGIES:

- Attend AFCI Cineposium conference and seminar to receive full membership and accreditation in the association, the only national and international trade association for film commissions. (Cineposium alternates between US and international venues annually.)