

FILM COMMISSION

2007-2008

SALES PLAN

**Prepared by Jennifer Parramore
Film Commissioner**

GOAL:

Secure 25 commercials and interactive marketing videos (infomercials) to be filmed in Pinellas County.

STRATEGIES:

Generate and develop direct relationships with 25 new prospects from our primary and secondary markets: New York, Chicago, Florida, Nashville, Indianapolis, and Atlanta.

Join in co-operative outbound sales mission to New York with the dual mission of meetings with commercial production professionals and filmmakers. This office will work with the Governor's Office of Film and Entertainment (the state film commissioner) and Film Florida, the statewide trade association.

Host intensive 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, line producers 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 commissioner 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.

Increase location images by uploading more images to redesigned website, and utilizing internet image services to transmit location information to prospects. Expand location categories on our website showing greater detail, which appeal to commercial creative directors.

Enhance responses to clients by providing specialized information to them including custom-created CDs, industry production guides, maps, Visitor Guides, specialty brochures for golf or tennis, marine charts, etc.

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

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 35 qualified leads for feature and independent films, an increase of 17 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 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. This office, the state film commissioner and Film Florida (trade association) will host the Apples and Oranges Party, a brand which we are building in this important New York festival.

Form 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, rent equipment, and find locations. When possible, we'll organize custom scouting trips to showcase locations and make introductions to local independent filmmakers.

Participate in co-operative trade mission to Austin for South by Southwest Film Festival with state film commissioner and Film Florida.

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

Participate in co-operative tradeshow at Silverdocs with state film commissioner and Film Florida. Silverdocs is the pre-eminent documentary film market and is organized by Discovery Networks.

Increase location image distribution capability by uploading more images to redesigned website. Expand location categories on our website to target 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 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 the Pinellas Filmmakers Society, an organization devoted to independent filmmakers 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.

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. custom-made image CDs, 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:

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

STRATEGIES:

Solicit, review and award film development marketing grants to four film productions that would provide destination exposure, expand awareness of the area among filmmakers, and provide positive economic impact.

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:

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 a minimum of two location scouting schedules for photographers or producers for print work, including catalogs, websites, magazines and ad agencies.

Increase location images by uploading more images to redesigned website. Expand location categories on our website to include more specific categories that appeal to magazine and ad agency creative directors.

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.

GOAL:

Begin accreditation process for the “Certified Film Commissioner” program by the Association of Film Commissioners International

STRATEGIES:

Attend AFCI Cineposium conference where the new certificate program for film commissioners will be initiated in 2007. AFCI is the only international trade association for film commissions. It will launch a “certified film commissioner” program late in 2007 or early 2008. (Every third year, Cineposium is held in a non-US venue.)

Film Commission Sales Budget FY 2008

Event	Date	FY 2007 Budget	FY 2008 Budget
Co-operative Marketing			
Ind Feature Project - NY	September	2,300.00	2,300.00
Assc Indp Commer Prod - Fla	October	0.00	750.00
Tribeca Film Festival - NY*	May	0.00	2,000.00
SXSW - Austin	March	0.00	1,000.00
Locations Expo - LA**	April	0.00	2,000.00
Silverdocs***	June	0.00	2,000.00
SIGGRAPH***		3,500.00	0.00
Detroit*		2,000.00	0.00
American Film Market**		3,500.00	0.00
HD Expo		1,000.00	0.00
Natl Assoc Broadcasters		2,000.00	0.00
NY Sales Mission		500.00	0.00
Other Travel			
Assc Film Commrs Intl - TBD	August	750.00	800.00
Film Florida meetings	Various	1,000.00	500.00
Film Florida annual meeting	June	300.00	150.00
Fla Professional Photographers		150.00	0.00
In Bound Missions			
Producers Scouting Trips	Various	6,000.00	4,000.00
Film Festival Partnerships	Year-round		4,000.00
Sub-Total		23,000.00	19,500.00
Film Development Marketing	Year-round	50,000.00	50,000.00
TOTAL SALES & REGISTRATIONS		73,000.00	69,500.00
TRAVEL		11,540.00	14,865.00
TOTAL SALES & TRAVEL		84,540.00	84,365.00

*Added into FY 07 as amendment. Substituted for Detroit sales mission.

**Added into FY 07 as amendment. Substituted for American Film Mkt tradeshow.

***Added into FY 07 as amendment. Substituted for SIGGRAPH.