

FILM COMMISSION

2011-2012 Sales Plan

**Prepared by Jennifer Parramore
Film Commissioner**

GOAL

Respond to and fulfill 45 leads for feature and independent films.

STRATEGIES:

Participate in the co-operative marketing partnerships with Film Florida Inc. at Florida film festivals that put a strong emphasis on Florida-based films and filmmakers. Film Florida will have exhibition booths at select Florida festivals, organize meet-and-greet events with filmmakers, and recruit distributors and sales agents to promote the Florida brand nationally, with priority on St. Pete-Clearwater area events.

Participate in co-operative trade mission to South by Southwest Film, Interactive and Music Festival with the Film Florida, the Bay Area Arts and Music Organization (founders of the Florida Bandango in Austin), and the Governor's Office of Film and Entertainment; exhibit at trade show and co-host three events.

Participate in the Producers Guild and the Association of Film Commissioners International joint conference "Produced By/Locations Trade Show" co-operatively with Film Florida and the Governor's Office of Film and Entertainment.

Participate in co-operative tradeshow and trade mission to New York for the Independent Feature Project's Indie Film Week along with Film Florida and the Governor's Office of Film and Entertainment.

Participate in co-operative sales mission to New York as part of the Tribeca Film Festival with Film Florida and the Governor's Office of Film and Entertainment. Co-host event honoring Florida films and filmmakers.

Position Pinellas County to reach more film producers and directors via internet communications by providing comprehensive information in accessible, attractive sites; and better online access to location image folders, equipment vendors, and crew.

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

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

Actively participate in Film Florida, the statewide trade association for marketing and legislative affairs, to take advantage of as many co-operative marketing opportunities as possible.

GOAL

Secure 50 commercials and interactive marketing videos (infomercials) to be filmed in Pinellas County.

STRATEGIES:

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

Build stronger relationships through meetings and meet-and-greet events among locally based infomercial producers, as these companies continue to grow internationally, morph to the next technical and interactive level, 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.

Position Pinellas County to reach more content producers via internet communications by providing more information in more accessible and comprehensive formats. Include segment that demonstrates the breadth and scope of companies situated in Pinellas County.

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 industrial associations.

GOAL

Generate and respond to 130 qualified leads from producers of network and cable television, video, multi-media and print photography projects.

STRATEGIES:

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

Organize a custom scouting trip for commercial photography producers based in this region to showcase locations carefully selected for still photography, and include business hotels that can accommodate the particular needs of commercial photographic crews.

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.

Develop a page on the redesigned website that showcases locations specially selected to enhance the still photographic image.

GOAL

Promote Pinellas County as a full viable destination for feature film production using the “Dolphin Tale” as case study.

STRATEGIES:

Post news updates to website and social media pages.

Post testimonials, film news, logos, and photos to websites and social media pages.

Prepare give-away materials and merchandising items for distribution at industry events and tradeshows that promote Clearwater as the location of “DT.”

GOAL

To partner with feature films and television programs through the Film Development Marketing Program that will promote the St. Petersburg/Clearwater area as an entertainment production destination.

STRATEGY:

Review applications for and administer film development marketing grant(s) that fulfill the mission of providing destination exposure for St. Pete/Clearwater as an area with a growing reputation for filmmaking and television programming, great locations, and excellent crew and equipment resources.