

# FILM DEPARTMENT

MARCH 2012

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Film Commission Director

A TV production company has been taping segments for a new reality show at locations throughout Pinellas County for the last couple of months. Tentatively titled “Who’s Got Game?,” the program features young couples on dates in various places, engaging in activities like fishing or kayaking, and at home. The 25-person crew has been in Treasure Island, Indian Rocks Beach, Clearwater, Seminole, St. Petersburg and Tarpon Springs. Documents submitted by MTV show a \$500,000 local spend for accommodations, food and vehicle rentals. They will be back in April. No broadcast date is available yet; show will be aired on MTV3.

The independent feature film “Spring Breakers” filmed throughout March in St. Pete Beach, Gulfport and St. Petersburg, and along several roads, including Gandy Boulevard and 49<sup>th</sup> Street/CR 611, which involved Florida Department of Transportation and county. The direct local spend for accommodations, food, rentals, wages and locations was \$1.3 million. The film stars Selena Gomez, Vanessa Hudgens, James Franco and Ashley Benson. Film Commission staff worked closely with the cities and their staffs where filming was done. Every staff person – parks, administration, police, parking, transportation – was professional and helpful on this film project. No distribution plans have been announced by Muse Productions.

## SHOOTS

- Feature film “Spring Break” gets underway shooting multiple locations throughout Pinellas County.
- Gallop Photography for Discover Boating shot on both land and water, Ft. De Soto and Lake Tarpon.
- Boston Proper shot a print ad for Transitions at Ft. De Soto Park.
- Bluewater Media shot an infomercial for the “3 in 1 Powerstick” at Florida Botanical Gardens.
- A “block party” was shot in a neighborhood for a Publix commercial by Argyle Bros. The Feather Sound neighborhood was used, and every family in the chosen cul-de-sac enjoyed the experience.
- Christian TV Network produced a workout video at Florida Botanical Gardens.
- A documentary on Scientology was shot by a FSU film student on the sidewalks in Clearwater.
- Bill Mills shot a commercial for Roadtrek Motorhomes at Ft. De Soto Park.

- Movie Groovy shot a commercial for Bright House Networks on Clearwater Beach Pier 60.
- Salt Media Group produced a commercial for Range Rover's Certified Pre-owned services in the Coachman Park parking lot.
- PyperPaul + Kenny shot a Bright House Networks commercial at Flora Wylie Park along with a residence nearby.
- Wrestler Reality TV shot a documentary using various locations including the beach and Tampa.
- Dave Spataro shot a commercial for Melaleuca at Straub Park and a private residence on Coffee Pot Blvd.
- MTV Networks shot a reality based TV program for MTV's "Made" on Clearwater Beach.
- An Appleseeds Catalog was shot by Aqua-Sol Productions in downtown St. Pete, St. Pete Beach, Sunset Beach, Pass a Grill as well as a private residence.
- Marathon Productions shot footage for the TV program, "America's Got Talent."
- 495 Productions shot TV program "Who's Got Game" for 8 days throughout Pinellas County: Largo, Pinellas Park, Clearwater and Indian Rocks Beach.

## **LEAD RESPONSES**

- Responded to many inquiries in regards to "Spring Break"; mostly crew employment questions.
- Assisted location manager Pat Gaggi with finding a neighborhood liaison for Feather Sound commercial shoot.
- Sent image file on resort hotels to a feature film query with Imagine Entertainment.
- United Methodist Communications called to request permit info and location help, submitted application same day as shoot so was denied.
- Sent images of Ft. De Soto Park to Adam Merims for Semester at Sea.
- Red Lizard Film requested permitting, shoot was canceled.
- Ric Douglas requested permitting for Ft. De Soto Park for a photo shoot that was canceled.
- Randy Vance from Boating Magazine requested promotional material; referred him to Public Relations Department for "promotional" opportunities.
- Booth Bros.-Spooked TV requested access to Biltmore. Contacted Belleair city manager's office for information on accessibility of the property; sent contact information to the local producer.
- Contacted Bill Edwards' office to determine filming procedures as Mahaffey Theater and Baywalk.
- Alicia Hall inquired about permitting for a short film.
- Assisted Hartman Media with potential private home locations.
- Provided marina information to commercial inquiry.
- Provided Miami-based locations company with information on filming locally.

- Assisted Alex Nelson of Picture Shack Production Co. with a new show, “Abandoned,” a reality program about old buildings, their histories, architecture, and treasures they might contain.

## **MARKETING AND OPERATIONS**

- Media interview with Channel 8 news at office regarding filming in Pinellas County.
- Film commission supported the Sunscreen Film Festival with a partnership and ad in the program.
- Scheduled meeting with City of St. Petersburg filming liaison, Lucinda Grant, to talk about city procedures and departments involved in film permitting.
- Prepared documents for hiring the film commission manager.
- Met with Larry Biddle, executive director for Tampa International Gay & Lesbian Film Festival to discuss marketing partnership.
- Conferred with Sheriff Cpl. Armistead on notification of certain filming locations as it pertains to RNC security.
- Organized Film Florida annual meeting to be held in May in Clearwater; selected award winners; secured venues for event(s).
- Referred media query from Germany to “Spring Breakers” production office.
- Met with Arriflex camera vendor, Ed Stamm, during his trip to St. Pete.
- Story on Parramore talk to local Rotary Club in “Clearwater Gazette.”
- Media inquiry Bay News 9.
- Provided information on films shot in Pinellas County to Hollywood Reporter for special Florida issue.
- Technical scout Winter’s Dolphin Tale Adventure and The Capitol Theater for Film Florida annual meeting Legends Awards program.
- Assisted “Bay Bottom News” with story at Ft. DeSoto Park.