

FILM COMMISSION
May Report
Prepared By Jennifer Parramore
Film Commission Director

The statewide trade association for media industries and film commissions, Film Florida, held its annual meeting in Clearwater in May. The highlight of the annual meeting is the presentation of the "Legends Awards," given to people who have worked in and for Florida's production industry throughout their careers. Polk County cinematographer and director John Patterson, original "Flipper" TV actor Luke Halpin, and the late Billy Mays Jr. were honored for their respective areas of work. The Legends reception was held at Winter's Dolphin Tale Adventure where CMA CEO David Yates told the guests that Florida needs to raise the level of incentives for film, TV and media production.

One of the several independent films made in the St. Pete Clearwater area in 2010 was just screened, with good reviews, at France's Champs Elysees Film Festival. Devyn Waitt wrote and directed while her fellow FSU Film School graduate Nicole Emanuele produced. Visit their Facebook page at "Not Waving But Drowning" or website, www.notwavingbutdrowning.com.

SHOOTS:

- Wall to Wall Media shot for National Geographic Documentary for one week around Clearwater.
- HSN shot in Phillippe Park shots for the Americana product line.
- Craig Huey Photography shot for eight days at Sand Key Park and Clearwater Beach for the 2013 Winghouse calendar.
- Auto Nation shot in recognizable locations around Pinellas County for its new campaign produced by Zimmerman & Partners.
- Issued five permits to Yitibit Films for downtown locations in St. Pete for an ongoing series of online videos they are producing.
- MTV & 495 Productions continued shooting for their "Dream Date Challenge" TV program.
- An HSN.com shoot required a film notice due to an overabundance of parking needed for crew in a residential neighborhood.
- Radical Media shot a commercial in downtown St. Pete as well as Ft. DeSoto Park for a regional Verizon commercial. The St. Pete skyline was featured as a backdrop for the logo tag page.
- Lee Burgess conducted a photography class at Phillippe Park for member of the Tampa Area Professional Photographers Association.
- PSA / Inspirational Video with Augusto Potter.
- Chappell/Roberts taped PSAs for Hospice at private homes, with film commission location assistance.
- A permit was issued for the filming of the TV program, "My Strange Addiction" to shoot in various locations in St. Pete.
- Jordan Direct shot an infomercial at Azalea Vegetable Garden in St. Pete for a garden weeding device.
- Boston Proper shots women's fashion stills in various locations around downtown St. Petersburg

- “We Live Soccer” shot in Straub Park and North Shore Park for their TV program.
- The Victory Group shot a political ad along the sidewalk on Central Ave.
- Issued two permits to Swedish media for B-roll footage of Edelweiss Airlines’ inaugural flight from Switzerland.
- Carrier Photography shot the Florida Cougar calendar at John Taylor Park.
- Issued a filming notice for the CVB / USA Tour Bus Event that was shot throughout Pinellas County.
- HSN rented the same warehouse used by crews from Dolphin Tale and Pepsi to film a promo for a new perform. Colliers Arnold agent Pat Marzuli manages it.

QUERIES:

- Media Mogul Studios needed a pharmacy and lab for upcoming Ask Gary shoot, sent a Reel Scout package.
- Assisted Waddell Media with crew search for its shoot for Shark Week on the Discover Channel; posted on FB and provided production guide links.
- Sent comprehensive Reel Scout Package for “The Lighthouse” feature film being produced by Short Bus Productions.
- Issued two permits to Dave Hall Productions for an infomercial for Body Glove Footwear – shoot was ultimately canceled.
- Sent Reel Scout package of artist’s studio locations to Shellee Wells.
- Tangerine Tango Media was denied permitting due to short notice.
- Graham Hine of Herzog & Company requested home like interview venues. Sent B&B’s for review.
- Palm Beach Film Commission requested information regarding industry budgets & staffing.
- Assisted location scout Andreas Zachai with pool information in regards to a commercial he is producing.
- Referred Jerry Gardiner to Kevin Smith for questions about gulf water clarity.
- Two commercial production companies requested information about shooting a commercial with a Grand Prix theme. They were MJZ Productions and Supply & Demand. Referred them to St. Pete Honda Grand Prix office.
- Coordinated between FMPTA and Film Florida for possible simultaneous meetings during Film Florida annual meeting.
- Gulfport Patch Blog had a question about filming in Gulfport, following the “Spring Breakers” filming at the Police Department building.
- A location manager wanted to shoot at night on beach of nesting turtles, researched: no filming while females are nesting.
- United Promotions called to discuss how to bring more productions to the area
- David Ulery had several production questions, sent information and pertinent links.
- Tacklebox Films inquired on permitting and requested several locations for their music video with artist Greg Bates. Sent a comprehensive Reel Scout package
- Natalie called with questions regarding production guides; sent the online production guide list to her.
- Jeff Zampino wanted to shoot at open air post office in downtown St. Pete, was running into road blocks; suggested alternatives and strategies.
- Eric Deggans inquired if film commission knew background on “America’s Got Talent” show at Mahaffey Theatre.

- Maria Still Photography wanted to understand how to do the permitting, walked her through process.
- Worked with Glenn Horn to secure locations for a Suncoast Hospice commercial, sent Reel Scout package.
- House Hunters TV program requested a permit but was denied due to short notice.
- Request for locations for the feature “Hot Tub Time Machine 2” produced by MGM Studios, sent a Reel Scout Package
- Voice Talent considering locating to the area, sent information.
- Referred a query about filming at the St. Pete Clearwater Airport to community relations manager Michelle Routh.
- Josh Long needed a futuristic location for an independent short film.
- Provided information about Clearwater Marine and Fred Howard Park to Beall’s department store.
- Provided local producer with information on filming a boat from shore.

MARKETING & OPERATIONS:

- Film Florida Annual Meeting, May 16-18, Hyatt Regency.
- Assisted state OFE with ad for Film Florida Legends Program, sent Clearwater Beach Walk photo.
- Working with Katie to redesign neighborhood notices to match branding and update with new logo.
- Location file updates: Sunken Gardens, Kucera Properties (business suites) and two nightclubs.
- Created YouTube Page for Film Commission and uploaded four videos:
<http://www.youtube.com/user/StPeteClearwaterFilm?feature=mhee>
- Updated film commission news.
- Sent out three e-newsletters and invitations regarding the May Film Florida Annual Meeting and Events among other industry news.
- Edited Luke Halpin Video for the Film Florida Legends program because only raw footage interviews were delivered.
- Met with photographer Joy Haines to discuss marketing ideas to attract high end photography work.
- Received intensive training on Reel Scout software; set plans to fully implement project management mode beginning June 1.
- J. Watts met with Clearwater liaison Joelle Castelli to get to know Clearwater’s policies. She is the key film permitting contact for the city.
- The Lakeland Ledger interviewed J. Parramore about Film Florida awardee John Patterson, answered questions, 5-21-12.
- Fox 13 interview with J. Parramore about film commission operations and film, TV, commercial and media production in St. Pete Clearwater, 5-22-12.

QUERIES & RESPONSES 2012

Month	QUERIES	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	Other
January	34	9	4	5	5	5	0	0	6
February	38	14	4	7	5	1	0	1	6
March	28	6	5	9	4	2	1	0	0
April	34	2	3	9	2	4	0	0	14
May	54	5	9	15	7	1	0	1	16
June	0								
July	0								
August	0								
September	0								
October	0								
November	0								
December	0								
TOTALS	188	36	25	45	23	13	1	2	42

COMPLETED PROJECTS 2012

Month	COMPLETED	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	\$pent
January	11	1	2	2	4	2	0	0	81,000
February	8	0	2	3	1	1	0	1	204,800
March	21	4	4	8	2	1	1	0	809,200
April	14	1	3	4	2	4	0	0	1,364,073
May	21	0	6	9	5	1	0	0	210,500
June	0								
July	0								
August	0								
September	0								
October	0								
November	0								
December	0								
TOTALS	75	6	17	26	14	9	1	1	2,669,573