



FILM
COMMISSION

March 2013

Jennifer Parramore

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Completed Production Projects: \$387,720

THE STATS



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Category	Project s	Shoot Days	Room s	Local Hires	Spend
Movie	1	5	6	1	2,000
Commercial	8	12	180	168	354,720
TV	4	4	18	9	11,500
Print	3	5	12	9	9,500
Docs					
Video					
Music Video	1	1	6	3	10,000
TOTALS	16	22	222	190	\$387,720

SHOOTS



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MOVIES

- A small crew with a production company from Hungary shot establishing/plate shots for a film that is set in St. Petersburg but will primarily be shot in Hungary.

The Publix logo, consisting of the word "Publix" in a green, sans-serif font with a registered trademark symbol.

COMMERCIALS

- Spark shot a commercial for Visit Florida at Dolphin Beach Resort.
- Jordan Direct shot a commercial for an auto product called "Cure It One Wipe" at Helen Howarth Park.
- Willow Avenue Studios shot a commercial for CHC Weight Loss Clinic at Ft. DeSoto Park for 2 days.
- Laurel Schneider shot a commercial for Pep Boys in St. Petersburg.
- Tom Reid LLC shot a commercial for Grow Financial at various locations in St. Petersburg. We provided a comprehensive Reel Scout package prior to the shoot and coordinated efforts with the County, Sheriff's Office and Ft. DeSoto Park.
- Xtra Medium Productions, Inc. shot a commercial for House of Carts (golf cart company) at Wall Springs Park.
- Humble TV shot a commercial for Publix at a home in the Old Northeast.
- P2P Productions shot a commercial for Gulf Power at a home on Coffee Pot.



TELEVISION

- Bright House Sports Network shot some intros and transitions for the TV Show "Secrets of the Bay."
- Leopard Films shot an episode of House Hunters St. Pete and Gulfport.
- Leopard Films also shot episode for TV show "Trade Your Way to the USA."
- Expecting Productions shot scenes for the Expecting Mothers TV show



PRINT

- Portrait Scene had 2 shoot days working at Fred Howard Park and Ft. DeSoto Park.
- HG Productions shot for 2 days for the fashion brand, Artizia, at Northshore Pool and Fossil Park.
- Hollow Tree Images shot print stills for Lazy Days RV at Ft. DeSoto Park.

The House Hunters logo, featuring the words "house hunters" in a black, sans-serif font. The "o" in "house" is replaced by a yellow house icon. The logo is set against a yellow background.

LEADS & RESPONSES



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CUSTOM PACKAGES SENT:

- Jackie Rogers Consulting needed hip urban looks for shoe brand. Sent a comprehensive package that included: alleys, Janus Live, Push, Channelside & Ybor.
- Philote Factory requested an end of the world look near or on a beach. Sent a package with various options in Ft. DeSoto Park.
- A Japanese consumer catalog company requested various bridge and skyline looks. Sent comprehensive package with Causeway scenics and St. Pete skyline.
- TV show Renovation Nation was seeking property to be subjects for their show – neighborhoods that could really benefit from renovations. Sent Historic Uptown, Old Southeast and shops in the Grand Central District Also connected them with a local home preservation specialist.
- Sent large package to Tom Reid LLC for his Grow Financial commercial shoot that included: Ft. DeSoto Park, shops, boutiques and homes.

LOCATIONS ADDED OR UPDATED IN OUR LIBRARY:

- Sunset Beach
- Sheraton Sand Key Resort
- John Chestnut Park
- Pasa Tiempo
- Autumn Woods
- Scotland Street
- Lakeside Estates
- Clearwater Jail (interrogation rooms)

Worked with scout Larry Weisbaum to move a production from elsewhere to Pinellas. They needed a softball field that would allow night shooting. Secured Helen Howarth Park in Pinellas Park.

LEADS & RESPONSES



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- Discussed logistics with local scout, Leslie Webber, on using Fred Howard Park for a Craftsman lawn mower commercial. Needed lawn to be left alone so that it could grow long.
- Worked with Leslie Webber again on finding a high school exterior look. Made several suggestions other than schools, which would like not be approved in the time frame they needed.
- Paige Noelle requested information on shooting at Heritage Village.
- Met with director, John Sullivan, in regard to his upcoming shoot "America" that involves the re-enactment of Columbus landing complete with replicas of the Nina and Pinta. Assisted with local crew, locations, permitting, insurance and hotel.
- Steve Triplett needed locations for his client, Leaders in Casual Furniture. Referred him to our online search library, Reel Scout.
- Adrienne of East Exit Films in Tampa needed locations for an urban crime drama. Referred her to our online library with suggested keywords in addition to the tambaysites.org for available warehouse for sale/lease.
- Ben Daniele from Scatter Bros. Productions needed help with a music video shooting at Ft. DeSoto Park, Caladesi and Honeymoon Island. Sent contacts and walked him through permitting process.
- Rob Humpf required assistance with a TV Pilot he is trying to produce "Bikini Babe Trivia." Discussed insurance requirements and assisted with crew. Project did not come to fruition.
- Assisted Jonathon Chambers when a location deal was in jeopardy and a back up location was needed asap. Sent out email blasts as well as social media alerts to film industry as well as condo/hotel industry. Response was overwhelming and was ultimately worked out with the original location.



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MARKETING & OPERATIONS

- Jonni attended the SXSW Film, Music and Interactive Conference in Austin TX, in conjunction with other members of Film Florida. During the film festival, “Spring Breakers” had its North American premiere. To promote the film, shot entirely on location in the St. Pete-Clearwater region, Film Florida created a lot of buzz on the exhibition floor with the Film Florida Flip Cup Challenge during the conference “Block Party” event.
- Jennifer attended the Film Florida Rally in Tally and Tourism Day in Tallahassee March 12-13. Film Florida members met with legislative leaders to educate about the value of film, TV and media production jobs. At the Tourism Day street party, Film Florida joined with the Fla. Restaurant and Lodging Association and Visit Florida to push the joint message that visitors to Florida are a top priority.
- Created reference letters for local commercial producer/director, Luc Campeau, who is concentrating efforts in Canada to bring productions to our area.
- Assisted Jim Wilson from Ft. DeSoto Park in regards to upcoming 50th anniversary. Assisted with costumes as well as publicist contact info for “Magic Mike” star Channing Tatum.
- Worked with Katie to produce goody bags for “The Investigator” screenings throughout the country. They include the movie logo as well as SPC Film logo.
- Terre Jeffcoat from Caputo Creative requested our list of local photographers to promote their new studio to. Also, suggested they send photos and specs for our files and location library.
- Met with Oddi Diaz from Alayah Film Inc. to go over general questions about permitting, police, car chases and explosives.



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MARKETING & OPERATIONS

- Met with Lisa R Casting who is new in town and looking for networking and connections. Sent her list of local production companies.
- Crew person called that was shooting in Hyde Park looking for “cheaper” rooms this side of the bay. It was Grand Prix weekend.
- Jennifer reached out to Morton Plant hospital in regards to upcoming feature film production that required a quick exterior scene. Hospital ultimately had to refused due to scheduled construction.
- Talent Bob Sanders from Indiana inquired about what kind and how much work there would be in Florida. Sent him comprehensive list of all the talent agencies and casting directors in the state.
- Beth from the Florida Holocaust Museum inquired about what they should require from a production crew that wants to film at the museum. Discussed policies, fees and standard insurance requirements with her.
- Worked extensively on content and gathering materials for new website.
- Conducted industry survey of all Pinellas County production companies to determine the number and type of projects they completed in 2012. Initial returns were insufficient to determine a value to the local economy from Pinellas-based production companies.
- Jennifer had interviews with Channel 10 News, The Tampa Tribune, ABC Action News, and Jack Harris WFLA about films in Pinellas County as “Spring Breakers” opened nationwide.
- Advised the grandmother of young talent how to find an agent, photographer, and warnings signs of unprofessional talent managers.
- Talked to Jack Stein, marketing consultant for Rhino Studios, about opportunities to get more business at the small, downtown St. Pete facility.

SNEAK PEAK...



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<p>2003 Hammock Island State Park, Ft. Dade Park The Pushover Director: Horacio</p>	<p>2004 The Pier George Bob, Square Plants</p>	<p>2006 Ft. DeSoto Park, Howard Park, Hibbs Park, County, Ocean Crest Gracie is Gone John Deane Written and directed by James Strain</p>
<p>2008 Pinellas County Misconceptions By Dick, David Galt, Virginia Jones, David Moseley, Dan Hill and Larch Clapp Directed and co-written by Peter Siskel</p>	<p>2006 Chapman (Director) Dennis St. Paul Smith Lump Comes Late Chris Sotz, Barbara Pender, Steve Pender Written and directed by Jim Lottolo</p>	<p>2008 Ft. DeSoto Park, Sunset Key Snail At Sea Directed and written by Robert Skerret</p>
<p>2009 Pinellas County Plans of Your Life Ryan Douglas & Mike Alvarado Directed and co-written by Peter Siskel</p>	<p>2010 Pinellas County Debbie's Mother Apologizes Dolphin Tale John Enkelmann Warner Brothers distribution</p>	<p>2010 Planting & Travel with Roger and Sarah Robinson PBS Television</p>
<p>2009 Pinellas County Brainjacked Directed and written by Andrew Siskel and Jerry Laska</p>	<p>2010 St. Petersburg Not Working Sun Daring James Jay & Megan Green Water / Director: Danyal Waqar Water Home Production</p>	<p>2011 St. Pete Beach Sun Don't Shine Peter Siskel New Project</p>
<p>2009 Pinellas County The Uh-Oh Show Created: Attached Garden Leads</p>	<p>2011 St. Petersburg, Clearwater Sunlight Jr. Lucia Colino</p>	<p>2012 St. Pete Beach Chu and Blossom Director: Graham Chu & Scott Kelly</p>
<p>2011 Times Magic Mike Steven Soderbergh</p>	<p>2013 St. Pete Beach America Director: Jane Sibbett</p>	<p>2013 St. Pete Beach © Dance Lessons in 6 Weeks with David Galt, John Deane, Alan Hagan Director: Alan Hagan</p>
<p>2010 St. Petersburg The Investigator Curtis Gwinn</p>	<p>2012 St. Petersburg Coconut Sunlight Century Film Corporation</p>	

Lay of the Land



Filmography