



**FILM
COMMISSION**

April 2013

Jennifer Parramore

FILM COMMISSION

Completed Production Projects: \$723,000

THE STATS



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April 2013

Category	Projects	Shoot Days	Rooms	Local Hires	Spend
Movie	1	1		24	\$7,000
Commercial	6	8	115	132	\$529,500
TV	1	1			\$500
Print	3	13	20	4	\$15,000
Docs	2	8	50	90	\$155,000
Video	1	1	10	6	\$10,000
Music Video	1	2		8	\$6,000
TOTALS	15	34	195	264	\$723,000



Director John Sullivan directs the “Native Americans” on the set of *America*, shot at Fort De Soto Park.

SHOOTS



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MOVIES / DOCUMENTARIES

- Director John Sullivan shot for 4 days at Fort De Soto Beach for the movie "America" based on the story of Columbus landing in America. Replica boats of the Nina and Pinta were featured off shore.
- Frog Pond Movie LLC shot some scenes for their feature "Murder on Frog Pond" at Safety Harbor Marina.
- SPARK shot a documentary on St. Pete Beach about Sea Turtles.



COMMERCIALS

- Bright House Networks shot for 2 days in the old northeast. They required permitting and neighborhood notices.
- Circle Health shot a commercial at Fort De Soto and Sawgrass Park.
- Digital Media Services shot a commercial for Baycare Health with Brook Bennett at the Long Center in Clearwater.
- Bluewater Media shot a commercial at Datsko Park for the product Pearl Hair Removal.
- Blue Moon Studios shot a commercial for Fantastic Caps at Mangrove Golf Course and Northeast Baseball Field as well as Straub Park.
- Silver Forest Studios shot a commercial for Verizon in St. Pete and Fort De Soto Park.



TELEVISION

- Bright House Sports Network shot scenes for their TV Show "Huntin' for Hogs" at Lake Seminole Park.



PRINT

- Portrait scene shot for 3 days at Fort De Soto Park, FL Botanical Gardens and Fred Howard Park.
- Craig Huey shot new images for 8 days at Clearwater Beach and Sand Key for the WingHouse Calendar.
- Bay Magazine from Tampa Bay Times shot lifestyle imagery at Heritage Village.



MUSIC VIDEO

- Litewave shot a music video for 2 days at a parking garage in downtown St. Pete and at Fort De Soto Park.



VIDEO

- MasterKraft Boats shot some action scenes off the coast of Fort Do Soto Beach.

PROMOTIONAL EVENTS



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The Film Commission Shines at Sunlight Jr. Premiere in NYC!

The film commission had a strong presence at the 2013 Tribeca Film Festival. On April 20, the film commission sponsored the premiere party for "Sunlight Jr.", starring Naomi Watts, Matt Dillon and Tess Harper. Laurie Collyer wrote and directed the picture, which shot entirely on location in St. Pete Clearwater. The following week, a contingent from Film Florida was at Tribeca with its annual "Florida Native Producers Club." This event is held each year under the aegis of Film Florida, and it specifically invites professionals in New York who hail from Florida or have a strong link to our state. The goal is to build Florida's standing in the minds of media decision-makers who already have a relationship to the state.

As a result of servicing out photos from the Sunlight Jr. after party sponsored by the St. Pete/Clearwater Film Commission, a handful of top-tier outlets, including Yahoo! News and Forbes.com, have picked-up images taken by the Getty Images that evening. Additionally, FoxNews.com has included mention of the event in its online "Scene & Heard" column.

The clips are hyperlinked below for easy reference.

[Getty Images](#) - 344,981 unique monthly visitors
[Features.RR.com](#) - 214,945 unique monthly visitors
[Forbes.com](#) - 11,517,727 unique monthly visitors
[FoxNews.com](#) - 19,059,256 unique monthly visitors
[Newsday.com](#) - 1,281,232 unique monthly visitors
[Yahoo! Movies](#) - 16,801,423 unique monthly visitors
[Yahoo! News](#) - 59,894,143 unique monthly visitors
[Yahoo! News Philippines](#) - 305,836 unique monthly visitors
[Zimbio.com](#) - 4,549,903 unique monthly visitors

The total impressions for these placements is 113,969,446.



Naomi Watts & Matt Dillon



Director Laurie Collyer &
Actor Norman Reedus

LEADS & RESPONSES



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CUSTOM PACKAGES SENT:

- Freshwater lakes and lush landscaping to producer Amy Whitehouse of Proof Films.
- The Bellamy Brothers requested locations for an isolated pier to shoot a music video.



Digital Media Services commercial shoot at the Long Center with Brook Bennett.

- Keyla Teixeira inquired about the Williams residence from our Reel Scout library for a commercial, followed up by phone and email... no response.
- Carol-Ann Merrill needed permission to shoot on the beach in front of The Don Cesar.
- Referred Jenny from Spark Productions to Pete Krulder for approval to shoot at Anclote Island.
- Make Nahad requested information to shoot at Boyd Hill Nature Park. Explained permitting process.
- Marlene Forand called looking for an industrial look, suggested Mickett Stackhouse property and www.tambaybaysites.org. This website lists various available commercial and warehouse space.
- Location scout Andreas Zachai called last minute to scout jails/interrogation rooms for movie. Coordinated efforts with Maj. Dan Slaughter from Clearwater Police Department.
- Assisted locations manager and coordinator Carol Matlock who had a crew coming in from London with locations and permitting questions.
- Provided extensive location information to Johnny Orriola who used our Reel Scout library online. Discussed options and assisted with insurance questions.



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MARKETING & OPERATIONS

- Negotiated with producer Andrea Roa of “Sunlight Jr.” to sponsor the premiere party at the Tribeca Film Festival in New York. Jonni represented the film commission at the event. Got excellent coverage due to hiring a Getty Images photographer.
- Discussed support from the film commission for “The Investigator” with producer/star Nicole Abisinio. We produced promotional bags that display the film logo and the film commission logo, to be handed out at all VIP screenings.
- Continued designing new film commission website, which included copy writing and compiling data. Met with Deborah, Mike and Miles Media to facilitate.
- Jennifer worked with PR team to create publicity video for all the movies shot in Pinellas.
- Discussed animated/live action feature with producer from Paramount; covered state and local incentives, weather, studio space, and crew pool.
- Editor Matt Rasmussen called to inquire about getting work in the area. He recently moved here. Sent our list of Tampa Bay production companies.
- Discussed location services companies and location with Mel Davis of SRQ Locations; arranged future meeting.
- Jennifer attended “Negotiating Resources” as part of the countywide leadership training; joined class at Public Works.
- Sent Maj. Dan Slaughter, Clearwater PD, suggestions on how to produce a low-cost training video for the department.
- Jonni was invited to critique student work at The Art Institute of Tampa. She attended and reviewed students end of year projects.
- Met with the local crew of *Six Dance Lessons in Six Weeks* to discuss logistics for their shoot in May.
- Attended the Tailgating Marketing Event at Ferg’s and assisted office personnel with preparations as well as on-site during the event.
- Discussed with Ziad about upcoming film convention in June in Tampa.
- Conference called with Judy Staley from the City of Tarpon Springs and a production company that wanted to shoot on property being leased from the city. There were issues in regards to their lease and the use of the space. We worked it out and they were able to shoot on property.