FILM DEPARTMENT

April 2010

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Film Commission Director

Despite the effects of recession felt by all in 2008 and 2009, film commission data indicate that the number of projects filming in Pinellas has held steady. The film commission works with producers and production departments, providing support services for films, television shows, still photography advertising and commercial shoots in the area. In other good news, film commissions around the state are anticipating an uptick in production activity, due to the recently revised and recharged entertainment industry incentive fund. The entertainment incentive program will give qualifying productions a credit toward taxes of 20 percent, and possibly up to 30 percent, based on its dollars spent in Florida. The tax credits can't be used until after a project has completed production. The tax credits are available for film, television series, commercials and digital media production.

The film commission partnered with Sunscreen Film Festival in April to offer a film market to participating filmmakers. Ten sales agents and producers of feature film and television conducted multiple seminars for aspiring TV and film makers. The number and quality of the seminars increased greatly this year due to film commission partnership. An additional feature of the festival was a live reading of an excerpt of the feature film, "Lullaby," by Clearwater native Kimberly Wetherell.

SHOOTS

- The TV show "Pitchmen" returned for taping segments for the show's second season.
- Pilgrim Films was in the Tarpon Springs area filming a sponge diver for the TV show "Dirty Jobs."
- Betty Films was in town to film at Ft. DeSoto Park for the UK TV show "Are You Fitter than a Pensioner?"
- Humble TV shot a commercial for Gillette at the Museum of Fine Arts in St. Petersburg.
- Tampa Digital Services shot a TV commercial for "Hoveround" at a private home in St. Petersburg.
- Jordan Direct filmed another TV commercial for "Max Tall" in St. Pete Beach.
- Bright House filmed an ad for "Extreme Tan and Smoothie" at Clearwater Beach.
- Zoom TV was back in Clearwater Beach to film pick up shots for the "Fushigi" TV commercial.
- HSN shot an ad for DXG Camcorders in Tarpon Springs.
- Arkadia Films shot a music video for the artist Crystal Shawanda at Ft. DeSoto Park.
- Parenting Magazine shot two covers at Ft. DeSoto Park.
- Wet Dog Media shot for Women's Running Magazine at Ft. DeSoto Park.
- Casual Living returned to downtown St. Petersburg for another catalog shoot.
- Studio 143 shot stills for the "Winghouse" calendar on St. Pete Beach.

LEAD RESPONSES

- Sent photos of warehouses to Joe Davison for a potential music video project.
- Sent info on film festival and local groups.
- Sent photos of homes to Tampa Digital for a potential TV commercial.
- Gave information regarding Skyway filming to the BBC show "Top Gear."
- Sent photos of warehouses to Christian Schwier of Litewave Media.
- Sent photos of hotels to Kelly Griffin for a potential TV commercial.
- Gave contacts for animal wranglers to Shellee Wells, local art director and locations manager.
- Sent information on production motor homes to Diane Rice from Parenting magazine.
- Assisted Heidi Meitzler, production manager and location scout, with information and photos of empty fast food restaurants.
- Sent photos of jungles and lighthouses to singer Bertie Higgins for a potential feature film.
- Sent photos of a home to Leslie Webber, location manager, for a potential TV commercial.
- Sent extensive files to Caleb Rugg for a potential indie feature film.
- Sent location photos to film producer and UT film instructor Tyler Martinolich for a potential indie feature film.
- Sent photos of a bank lobby to Jay McGee for a potential student film.
- Sent photos of roads and structures to Danny Maughon, Atlanta photographer, for a potential TV commercial.
- Sent photos the Tarpon Springs nursing home to Sean Malloy for a potential indie feature film.
- Sent extensive file photos of jungles for a potential TV series.

MARKETING AND OPERATIONS

- Attended screenings, lectures and parties at the Sunscreen Film Festival in St. Petersburg. Also attended Kimberly Wetherell's "Lullaby" screenplay reading which was held as part of the festival.
- Scouted and photographed Eagle Lake Park with a park ranger. Shared photos with the CVB staff and the parks department.
- Attended screenings for the locally shot "Prime of Your Life" and Florida director Jim Bigham's film "For Once in My Life" at the Sarasota Film festival.
- Meeting with Kimberly Heath Carrico at the Epicenter.
- Phone meeting with Diane Foti, production manager and location scout.
- Meeting with executive director Christine Scott of the Nomadic Tendencies Film Festival. The festival is a branch of the Strasbourg, France Film Festival.
- Meeting with the production team from Vansage Productions. Vansage is planning to do a TV show about film production in West Central Florida.
- Assisted in the editing and post production of the CVB tourism film for National Tourism Week.

STATISTICS
Current Month

	Queries	New Projects	Economic Impact*
April 2010	**58**	**26**	**$486,892**
April 2009	75	32	$553,555
Year to Date 2010	**287**	**110**	**$2,062,642**
Year to Date 2009	376	124	$2,204,273

Total Impact Reported for 2010: Indigenous production in Pinellas County has a value of at least $20 million annually.

Film Commission Completed Production Report 2010

	Feature	TV	Commercial/ Infomercial	Print	Video	Documentary	Music Video	Short/ Student
January	0	0	6	4	3	0	0	1
February	1	2	3	5	2	0	0	1
March	0	2	7	5	1	0	1	0
April	0	3	6	4	0	0	1	0
May								
June								
July								
August								
September								
October								
November								
December								
Total	**1**	**7**	**22**	**18**	**6**	**0**	**2**	**2**

Annual Completed Production Report

	2006	2007	2008	2009
Features/Shorts	9	10	24	24
Television	29	23	28	28
Commercials/Info	57	53	57	41
Print	41	68	32	40
Non-Broadcast Video	11	27	12	14
Documentary	2	2	1	0
Music Video	3	7	1	7
Total	**152**	**190**	**155**	**154**