

FILM COMMISSION
August Report
Prepared By Jennifer Parramore
Film Commission Director

In August, the Clearwater Marine Aquarium announced results of its “film-induced tourism study” conducted by the Business College at USFSP. The study forecasts that CMA will have 800,000 visitors in 2013, “growing to 2.3 million in 2016.” CMA Executive director David Yates was quick to point out that CMA has already exceeded that number this year. The increase is entirely attributable to the popularity of the film, “Dolphin Tale.” The CMA board and staff asked USFSP to conduct the study to enable CMA’s planning for future growth, programs and construction.

“Film-induced tourism” is a growing area of study that interfaces economics and the broader hospitality industry. Popular interest publications as well as academic journals have published stories about tourists planning their travel to locations featured in favorite movies. Around Florida, film commissions and CVBs have followed the success of “Dolphin Tale” and the visits generated directly from the movie’s popularity. Internationally, many CVBs and film commissions are focusing attention, and resources, toward incentivizing movie making, with the goal attracting more visitors.

While filming in Clearwater in 2012, the “Dolphin Tale” crew spent about \$22 million in direct and indirect spending. It remains one of the best examples of the immediate and future rewards that flow from on-location movie making.

SHOOTS:

- N Focus shot a documentary for Publix at Heritage Village General Store. It’s a biographical story about George Jenkins, the founder of the grocery chain. It will be available to employees and will probably be shown on regional TV.
- Marie Still Photography conducted 3 print shoots in Pinellas County parks.
- The Vlader Company shot a body-building documentary utilizing the locations of Clearwater Beach, Pass-A-Grille, Gulfport beach and Lazarillo Park.
- Jordan Direct shot a Kenkoh Sandal infomercial at Crescent Lake Park in St. Petersburg.
- Kelby Media Group shot a photography training video in various locations in Dunedin entitled “Making the Best of Bad Light”.
- BMA Production Services shot a demo at Fort DeSoto Park, North Shore Dog Park, Fossil Park and Lake Vista Park.
“Chu & Blossom,” an independent feature film, shot for 18 days in Hillsborough and Pinellas counties. Its most notable production day was at Eagle Lake Park in an overnight shoot. Crew built a stage set around a tall, dead tree, and used 150 extras in the scene. The county parks department staff were very accommodating in the preparation, construction and filming. They scouted with crew, and allowed the

production to build a stage set, use the old house for extras and craft services, and made parking lots available for parking.

- The MTV Reality Show “Made” featured a local resident. They shot in the 600 block of Central Avenue in St. Petersburg.
- Jordan Direct shot an infomercial for Arti-Bliss, a weight loss product, at Crescent Lake Park.
- The Film Commission produced 2 videos in-house, one of which welcomed RNC visitors to the area by featuring the “three must-dos” in St. Pete-Clearwater. The video was retooled for longevity by removing RNC references.
- Michael’s Photography shot a promotional still at Huggins Stengal Field.

LEAD RESPONSES AND QUERIES:

- Savage Underground submitted an application to shoot a film adaptation of HP Lovecraft’s The Outsider at Fort De Soto Park. Spoke with Jim Wilson about it and he outlined restrictions to shooting, also provided insurance info to production company. No response to date.
- Mathew Blair inquired about shooting a book promo at Egmont Key and Fort DeSoto. Emailed info.
- Lucinda Grant from City of St. Pete Parks inquired about permitting for a shoot being done for the Fitness Zone at Gladden Park.
- Alan Levi and John Gerlach called several times in regards to coordinating a large shoot with rolling stops on the Sunshine Skyway for a Toyota commercial. Ultimately we could not work it out due to security issues related to the RNC. Shoot moved to Sarasota.
- Producers of “Chu & Blossom” requested to use Taylor Park. (See more in “Shoots” above.)
- Inquiry was made in regards to using the tank at Clearwater Marine Aquarium. CMA can allow filming under certain conditions.
- Tom Brodek from the feature “6 Dance Lessons in 6 Weeks” may be back. Suggested crew and sent Reel Scout package. Parramore met with director Arthur Allen Seidelman while he was here to talk about possible shooting schedules and incentives.
- Spoke with Mike Paris about a music and historical documentary.
- Addressed query from Disney production executive about unusual, googie, and space-age architecture; sent Reel Scout package.
- Assisted HSN producer Susie Hassel with an office location request for a non-profit project.
- Allison with Scatter Bros. Productions called about permitting procedure for Anclote Island and Ft. DeSoto Park.
- Query from Humble TV.

MARKETING & OPERATIONS:

- Preparations for our Summer Scout 2012 (9/11/12) with local and regional producer and location scouts. Scouted and secured locations. Sent invitations.
- Had lunch with Larry Biddle from TIGLFF to discuss marketing partnership for his film festival in October.

- Attended N Focus shoot at Heritage Village to meet the producer & director. Took production stills and networked with the crew.
- Prepared financial docs for August Film Florida meeting. Attended meetings in Tallahassee and presented to the board and members.
- Worked with volunteer Nancy Bickner who is scouting locations for our files.
- Attended the Clearwater Marine Aquarium press conference where they presented the final numbers and economic impact of Dolphin Tale.
- Scouted physical therapy studio, Back 2 Normal who is interested in renting her space for production. Took stills and uploaded to Reel Scout.
- Preparations for Independent Film Week in NYC – planned reception party, secured schedule and shipped collateral.
- Tampa Bay Arts & Education Network sponsored its annual Independent Film Festival, for which the film commission purchased an ad in the program and organized a scouting fam with filmmakers.
- Audio technician called to offer his services in the freelance market.

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	56	6	3	12	10	2	1	1	21
July	41	6	5	12	6	1	3	0	8
August	29	6	1	8	4	4	2	0	4
September	0								
October	0								
November	0								
December	0								
TOTALS	314	54	34	77	43	20	7	3	75

COMPLETED PROJECTS 2012

Month	COMPLETED	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	\$spent
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	14	0	2	5	6	0	0	1	171,450
July	14	0	1	6	6	0	1	0	214,350
August	16	4	1	3	4	2	2	0	274,850
September	0								
October	0								
November	0								
December	0								
TOTALS	119	10	21	40	30	11	4	2	3,330,223