

FILM COMMISSION
September 2012
Report
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Film Commission Director

The St. Pete-Clearwater Film Commission joined with Film Florida and the Florida Office of Film and Entertainment with the annual sales mission to New York's Independent Film Week. The IFW attracts various kinds of film aficionados and producers, from young, entry-level, international, avant-garde to established directors and distributors. Sponsors host panels, workshops, and screenings as part of the week's program. Film Florida hosted filmmakers and members of our "Florida Native Producers Club," Florida grads now working in New York, to a networking event. Several graduates of the Pinellas County Center for the Arts are working in the industry, including Sam Froeschle and Dylan Glatthorn, who attended the event.

SHOOTS:

- Bluewater Media shot an infomercial for Thundershirt at Enterprise Dog Park.
- Design 4 Marketing shot a video entitled "Marriage Made for Love". They needed neighborhood notices and notices to municipalities.
- Optomen Productions filmed an episode for the docu/reality TV Show "Scorned".
- Indie film "Chu & Blossom" filmed in various locations around Pinellas County including Eagle Lake Park.
- Story House Productions shot an episode of "Casanova Killers" in Oldsmar.
- Creative Lab filmed a Vietnam reenactment at Ft. DeSoto Park in the jungle.
- Senior Home Care shot a breast cancer awareness photo at Eddie C. Moore field.
- Bright Road Productions filmed a documentary at Fresh Market and the Melting Pot in St. Pete.
- Jordan Direct shot an infomercial for Kenkoh Sandals at Coachman Park.
- Marie Still Photography had a couple of shoots this month at Sand Key and Heritage Village. She typically photographs individual and family portraits.
- Jessica Ehrlich's campaign shot in various iconic locations throughout the county.
- Movie Groovy shot a Fitness Zone Video in Gladden Park.
- Bluewater Media shot a video with Dr. Oz at Ft. DeSoto Park.
- Pink Sneakers shot a road trip reality TV show in Gulfport and on Clearwater Beach.
- Air Transit Holidays shot a commercial on Sand Key and Clearwater Beach.
- Michael Heap Photography shot some print stills at Ft. DeSotoPark for Bic Graphic.
- Bluewater Media videotaped a product test on Clearwater Beach. It involved replacing one of the shower heads on the beach with their product and had consumers try it.

LEAD RESPONSES AND QUERIES:

- Producer Elayne Schmidt inquired about incentives for a micro-budget horror film that's being filmed in Sarasota County within the next few months.
- Desiree Moore requested to shoot at Eagle Lake Park for a student film but did not have insurance. Staff suggested alternatives.
- Michael Cook requested to shoot at Fred Howard Beach but was denied due to lack of insurance.
- Dutch Book LLC requested to shoot at the base of Courtney Campbell Causeway. Referred to Florida DOT.
- Indie filmmaker requested Eagle Lake Park. Was denied due to lack of insurance.
- Leslie Webber inquired about a 50s style soda shop – provided suggestions.
- Shellee Wells needed the contact for Pinellas County TV. She was interested in using their studio space.
- Guy Balson called in regards to getting a neighborhood notices letters.
- A film student requested the use of 600 Central but was denied due to lack of insurance.
- "The Investigator" producer, Nicole Abisinio, called for advice on a test screening of her film and needed advice. Made suggestions.
- Feature film production company requested Google architecture, jungles, unusually shaped buildings, and residential areas for an upcoming project. We provided several Reel Scout packages as well as maps and assistance to their location scout.
- Movie Groovy inquired about a location that owner-producer Kerri Bermudez had seen on 2011 Summer Scout – provided contact info.
- Suzy Hassel inquired about office locations for shooting, offered suggestions.
- Inquiry on shooting a music video in January. Explained permitting process.
- Humble TV needed contact information for local scouts. Sent info.
- Filed Tony Tartaglia's resume; referred by Sunscreen's Tony Armor.
- Robert Burden called about filming PBS Kids' series in St. Pete Tampa area. Will seek sponsorships for the \$12 million series (\$6 million production; \$6 million post). Plans to scout in the near future. If funding is secured, filming will occur in April-May 2013. Sent Reel Scout package.

MARKETING & OPERATIONS

- Summer Scout 2012! Toured several locations around Pinellas County with 15 regional producers and location scouts. Some notable locations on the tour: pTEC, Faith Mansion, Kucera Properties, Vue 19, Urban Style Flats and Forbes Riley's new studio.
- Film Commission and Film Florida sales mission to Indie Film Week in NYC. Hosted six Pinellas County graduates who now work in NY within the film and media industries; co-sponsored IFW reception.
- Partnered with Tampa Bay Arts and Education Channel for the Indie Film Festival held at the Wyndham in Tampa. Purchased a program ad and attended the opening night event.
- Indie Filmmaker's Scout: Took out-of-town attendees from the Indie Film Festival for a quick scout of Pinellas County. Highlights included: The Old Northeast, Coffee Pot, Dali Museum, Beach Drive, Central Avenue and Ft. DeSoto Park.

- Continuous: entering descriptive details to location images in our Reel Scout inventory to prepare for launching our on-line searchable locations database.
- Updated general Film Commission Powerpoint presentation for community groups.
- Created Mail Chimp account for industry news bulletins to production professionals in this region.

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	40	6	4	14	6	2	2	1	5
October	0								
November	0								
December	0								
TOTALS	354	60	38	91	49	22	9	4	80

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	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	20	1	3	9	4	2	1	0	322,850
October	0								
November	0								
December	0								
TOTALS	139	11	24	49	34	13	5	2	3,653,073