

**FILM COMMISSION**  
**November 2012 Report**  
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Film Commission Director

“Warlocks Rising” is a television reality documentary show that has been filming a number of locations around the Clearwater area. The production show in charge of producing the program, Wilma Productions, has been in and out of the area getting footage of the behind-the-scenes documentary about the real motorcycle club. The company is working through one of the Discovery channels.

**SHOOTS:**

- PP+K shot a Holiday campaign on private property in Clearwater. Provided notices to homeowners due to large crew parking in the neighborhood.
- Myers Creative Imaging shot still photos for two days for Hasbro on Beachwalk and Pier 60 in Clearwater.
- Nationwide Corporate Marketing shot still photos for several days at Eagle Lake Park and St. Petersburg Sunken Gardens.
- Jordan Direct shot a commercial for a hearing device at Lazarillo Park in St. Pete Beach.
- Bright House Sports Network shot a segment for television program at Walsingham Park.
- Movie Groovy shot a commercial for Bright House Networks in downtown St. Pete on Beach Drive and Bayshore Drive.
- Wilma TV shot scenes in Fort De Soto Park for a documentary they are shooting on a motorcycle club.
- Men’s Journal Magazine shot still photographs in Clearwater with Tampa author, Mark Lauren. Photos demonstrated fitness and exercise on the beach.
- Wilson Media shot a commercial for the Florida State Fair at Fort De Soto Beach. Scenes involved a reenactment of conquistadors discovering the Fountain of Youth. Link to finished commercial:  
<http://www.youtube.com/watch?v=wi1kctmvYTY>
- Worked extensively with crew producing new VISIT FL imaging. They required assistance with locations as well as permitting and coordination with several city liaisons.
- Jayan Films shot lifestyle image at Campbell Park for a production titled “Eckerd Family Foundation Music Video”.

- Dan Bramm shot a TV pilot for the shot “Cures” with Dr. Robert Dean at Fort De Soto Park.
- HSN shot the JM Paris Trunk Collection at a private residence.
- Assisted Sun Never Sets Productions (who produces the TV Show, Top Gear USA) in many capacities. Crew needed locations for on-camera stand ups in addition to special permitting to shoot “the world’s fastest car” with multiple cameras on the Gandy Bridge.

#### **LEADS & RESPONSES:**

- Grace Baltic Photography requested a permit for Heritage Village. Was denied because they did not provide insurance certificate.
- Jordan Direct needed a small auditorium/classroom to shoot for their hearing device product. Connected her with pTEC but did not work out due to short notice.
- Go Racing TV inquired about using Pier 60 for a TV segment. Project was postponed.
- Media Mogul Network inquired about shooting at the Clearwater Courthouse but ultimately moved the shoot to another location due to audio issues at that location.
- Prepared comprehensive Reel Scout package to Tom Flynn, a local writer, who is set to direct a feature film set in St. Petersburg. Working title is “Gifted.”
- Sent comprehensive Reel Scout and Google Image packages to Tom Hussey Photography for a shoot planned in December.
- Request to shoot a music video at John’s Pass was denied due to lack of insurance.
- Jonni Watts met with four people from Goodface Films who were in town scouting for a feature film they are planning to shoot in 2013. The film centers around a man who overcomes his fear of bridges that began when he was on the Skyway Bridge in 1980 during the fateful collapse. Advised them on procedures for using the Skyway Bridge location. Also followed up with a comprehensive Reel Scout package featuring other locations needed for their film.
- Reel Scout package sent to Bluewater Media of Victorian and Italianate old homes.
- Reel Scout package sent to the History Channel. They needed a nice looking home for an interview.
- Sent production company Day of Discovery location images of beaches and a barn for a music special on the life of Billy Graham. Sent a Reel Scout package and offered to tour with the director during his visit in December.
- Sent Reel Scout package along with email of suggestions to a producer looking for a grocery store checkout / cash register.
- Extensive location images and production guidance provided to location manager for Visit Florida photo shoot of the Central West Coast, including St. Pete Beach, Ft. DeSoto Park, and downtown St. Petersburg.

- Assisted Bonnie Agan with make-up stylists information.
- Inquiry from local photographer about policies in county parks for on-location shooting. (All photographers must provide insurance.)
- Provided information to Nicole at Kelby Media about library locations.
- Provided Brian Fasulo limited information on mall locations.

**MARKETING & OPERATIONS:**

- Started a “Location Spotlight” feature on our E Newsletters with an active link to see more of that location:  
Whimsey will brighten your day! - <http://eepurl.com/scZJH>
- Made preparations for our December Film Florida quarterly meeting in Orlando.
- Referred reality program “Baggage Battles” to PR department for its request to use promotional video footage.
- Worked with the team at Reel Scout to build our custom search URL that will link from our website. This allows the public to search our location photo archives.
- Began compiling a list of production insurance carriers due to demand of clients asking for guidance on this.
- Initiated research for Film Florida trade mission to Manchester and the London Production Show.
- Lunch meeting with local entertainment attorney Julee Milham.
- Took a call from a homeowner whose home had been scouted; provided information on how to have your home used, fees, insurance, etc.

**LEADS & RESPONSES 2012**

Month	Total Queries	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	Other
Jan	34	9	4	5	5	5	0	0	6
Feb	38	14	4	7	5	1	0	1	6
Mar	28	6	5	9	4	2	1	0	0
Apr	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
Aug	29	6	1	8	4	4	2	0	4
Sep	40	6	4	14	6	2	2	1	5
Oct	33	3	3	10	3	2	2	0	10
Nov	44	3	8	12	8	0	0	1	12
Dec	0								
<b>TOTALS</b>	<b>431</b>	<b>66</b>	<b>49</b>	<b>113</b>	<b>60</b>	<b>24</b>	<b>11</b>	<b>5</b>	<b>102</b>

### COMPLETED PROJECTS 2012

Month	Total Shoots	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	\$pent
Jan	11	1	2	2	4	2	0	0	81,000
Feb	8	0	2	3	1	1	0	1	204,800
Mar	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
Aug	16	4	1	3	4	2	2	0	274,850
Sep	20	1	3	9	4	2	1	0	322,850
Oct	9	0	1	4	2	0	2	0	359,800
Nov	15	0	5	5	5	0	0	0	678,500
Dec	0								
<b>TOTALS</b>	<b>163</b>	<b>11</b>	<b>30</b>	<b>58</b>	<b>41</b>	<b>13</b>	<b>7</b>	<b>2</b>	<b>4,691,373</b>

### ECONOMIC STATS 2012

MONTH	# of Shoot Days	# of Hotel Rooms	# of Local Hires
Jan			
Feb			
Mar			
April			
May			
June			
July			
Aug			
Sep			
Oct	12	78	72
Nov	30	263	149
Dec			
<b>TOTALS</b>	<b>42</b>	<b>341</b>	<b>221</b>