

# FILM COMMISSION

## December 2012 Report

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Film Commission Director

### LEGISLATIVE UPDATE:

Pinellas County's film, TV, commercial and digital media industry is thriving. "Dolphin Tale" remains our most prominent and internationally recognized work. However, hundreds of professional crew, technicians, and businesses live here and enjoy an excellent standard of living. Pinellas County cannot maintain its strength in entertainment and digital media production without success at the state level. As the state goes, so goes St. Pete Clearwater area.

In the coming legislative session, Film Florida has taken the lead to wrangle the far-flung production constituency to work toward certain goals within the Florida Entertainment Industry Financial Incentive Program. Known as the "Don Davis Incentive Program," it has been a huge success: creating thousands of new jobs for Florida workers, bringing substantial new money to our communities and spawning financial investment throughout the state.

St. Pete Clearwater is particularly aware of this due to the huge cash infusion from the Dolphin Tale filming, in addition to the publicity the film garnered for the Aquarium and Clearwater

In order to maintain our position, we are asking the Legislature to support:

- 1) Adequate funding for the Office of Film and Entertainment so that it can continue to properly oversee, administer and support this tremendously successful program.
- 2) Add additional funding (tax credits) to the remaining fiscal years of the program. Currently, tax credits allocated are all certified and soon Florida will be turning away projects, and we have already seen this begin.
- 3) Long-term commitment to the program in the form of additional years and no sunset of the program. This will encourage long-term investment and business growth.

For more detail, see [www.FilmFlorida.org](http://www.FilmFlorida.org) (Advocacy Tool Kit).

### SHOOTS:

- PP+K filmed a commercial for Bright House Networks. They shot for 3 days at a home in the Old Northeast.
- Deeb Studios shot a video for Florida Virtual School at the snack bar in Ft. DeSoto Park. "Learning Can Happen Anywhere."
- Forgotten Coast Productions had catalog shoot for Ballard Designs at private residences.
- Ft. DeSoto Park was used to shoot lifestyle shots for a First Tennessee Bank commercial.
- Rokosz Studios used Northshore Park to shoot a commercial for a dog product called Pawps.

- Jerell Puyot filmed a dance troupe performing flash mob style at Florida Botanical Gardens and Saturday Morning Market. The production was for a personal video project.
- Wilma TV was in town again working on their “Warlock’s Nation” docu-reality TV show for Discovery Channel.
- Expecting Productions, which produces a reality TV show about expecting mothers, filmed scenes at St. Pete Beach and Indian Rocks Beach.
- Ron Foth Advertising shot a beach party scene with bonfire on Don Cesar property for a commercial.
- Greyhouse Films did some pick up shots for the feature film “The Investigator” at Fossil Park. Greyhouse is owned by Curtis Graham, a long-time photographer and cinematographer based in St. Pete.
- Widoff Photography shot some promotional fashion stills at Ft. DeSoto Park.

#### LEADS & RESPONSES:

- Bluewater Media requested an alley location for an emergency assist product. Sent a Reel Scout package.
- AT Films requested a jungle setting along with other special requests such as a trained lion. Prepared a comprehensive Reel Scout package with Lake Seminole, Honeymoon Island, Ft. DeSoto Park and Wall Springs. Also provided a list of resources to assist.
- Producers from the USA Network requested locations for their TV show “Royal Pains.” Sent a comprehensive Reel Scout package that included homes, restaurants, water, beaches, piers and town squares.
- Assisted Cynthia Hatameel, who was coordinating a fashion shoot initially set for Egmont Key. Shoot ultimately moved to Sarasota.
- Assisted Spence Brock at Media Mogul Studios with auto body shop location. Referred to pTEC. Shoot moved to downtown Tampa.
- Organized custom scout trip with LA producers and foreign producers and investors.
- Filmmaker, Derego (sic), needed “pretty” locations. Sent him our online search link, as well as list of suggestions and permitting procedures.
- Bunim Murray Productions requested a large mansion for reality TV show on Oxygen. Sent search link as well as realtor contacts for high-end properties that might be empty and available.

#### MARKETING & OPERATIONS:

- Jonni met with high school student, Scarlet Harrison, for a school assignment that involved interviewing someone in a profession of their interest.
- Continued planning for Film Florida’s first sales mission to media executives in Manchester UK; prepared statements and itineraries.
- Jennifer attended county’s High-Performing Organizations class for “Building Team Pride and Purpose.”
- Sent email newsletters as well as regular updates on Facebook.
- Attended Old Northeast home tour to scout potential homeowners for locations. Made connections and appointments to shoot for location files.
- Updated website to include live location search and links to newsletters.

- Jennifer and Jonni spent a half day in a planning meeting that included status and task assignments on the following:
  - Revised Monthly Reports to include more relevant content organized in a pleasing manner – target date to roll out is January 2013.
  - Contact Data Base – discussed processes to organize & update on a regular basis.
  - Industry Survey – contact Pinellas County production companies in an effort to acquire data on types of productions, budgets and resources used and needed. Target date to roll out in March.
  - Reel Scout Updating – included assignment for volunteers, location prospecting & reviewing archives.
  - Sales Plan – reviewing last years and exploring new ideas.
  - Insurance Carrier List – due to requirements by the county and all the municipalities that we serve, some smaller production companies have been asking for resources.

#### 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	31	3	4	10	4	2	0	0	8
<b>TOTALS</b>	<b>462</b>	<b>69</b>	<b>53</b>	<b>123</b>	<b>64</b>	<b>26</b>	<b>11</b>	<b>5</b>	<b>110</b>

### COMPLETED PROJECTS 2012

Month	Total Shoots	Feature / Indie / Shorts	TV	Commercial	Print	Video	Docs	Music Vid	\$spent
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	11	1	2	3	3	2	0	0	601,301
<b>TOTALS</b>	<b>174</b>	<b>12</b>	<b>32</b>	<b>61</b>	<b>44</b>	<b>15</b>	<b>7</b>	<b>2</b>	<b>5,292,674</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	19	136	166
<b>TOTALS</b>	<b>61</b>	<b>477</b>	<b>387</b>