



**FILM  
COMMISSION**

May 2013

Jennifer Parramore

**FILM COMMISSION**

Completed Production Projects: \$600,650

# THE STATS



FILM  
COMMISSION

May 2013

Category	Projects	Shoot Days	Rooms	Local Hires	Spend
Movie	1	4	235	22	362,000
Commercial	6	8	12	52	65,400
TV Show	8	28	270	16	143,100
Print	2	4			1,650
Docs	1	1	10	1	3,000
Video	3	4	12	15	24,000
Music Video	2	2		15	1,500
<b>TOTAL</b>	<b>23</b>	<b>51</b>	<b>539</b>	<b>121</b>	<b>600,650</b>

Production company Bunim Murray shot 15 days this May (mostly in Clearwater) for its reality TV show "Total



# SHOOTS



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*The International Hit Play*  
**SIX DANCE  
LESSONS**  
*IN SIX WEEKS*  
By RICHARD ALFIERI



Hit play set in St. Pete Beach goes to the big screen starring Gena Rowlands & Cheyenne Jackson!

## MOVIES / DOCUMENTARIES

- “Six Dance Lessons in Six Weeks” starring Gena Rowlands and Cheyenne Jackson, Rita Moreno and Jacqui Weaver, shot critical local scenes in Clearwater, St. Pete Beach and St. Petersburg in May. The story originated as a play, and has been staged around the world. It’s the story of a widowed retiree who takes ballroom dancing lessons, six in six weeks. Lily and Michael, the instructor, exchange sharp repartee until they become dear friends through sharing painful and hilarious life experiences. Playwright Richard Alfieri wrote the script, basing it entirely in the beach communities around St. Pete. Alfieri has a home here and spent part of his younger years here. The director, producers and investors provided testimonials to the film commission to promote the benefits of filming in Pinellas County.
- To organize a smooth filming schedule, the film commission organized a multi-jurisdictional production planning meeting among reps from the Sheriff’s office, Clearwater police department, St. Pete police department, and crew to go over logistics for the shoot. Several driving scenes were to be filmed. Rolling closures, lane blockage, etc. needed to be coordinated and procedures outlined.
- Staff also coordinated with Parks and Conservation supervisor Kathy Swain on “Six Dances” to arrange for a staging area at Sand Key Park. And, we contacted Nancy Gonzalez of Belleair Beach in regards to parking. All the jurisdictions worked seamlessly together to arrange everything needed for the filming. The picture is the latest in a steady number of feature films that have shot on location in Pinellas County: Dolphin Tale, The Investigator, Magic Mike, Sunlight Jr., Spring Breakers, and Sun Don’t Shine.



# SHOOTS



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## COMMERCIALS

- Sullivan Productions shot an infomercial for A&H Detergent at North Shore Park in St. Petersburg.
- Blue Moon Studios filmed an infomercial for Fantastic Caps at North Shore Park & Straub Park.
- Bramm Films shot a commercial campaign entitled "PSTA Cares" for Pinellas County.
- Sullivan Productions shot another infomercial for Oxy Clean at North Shore Park.
- Company Mann studios shot a commercial at Pass a Grille beach for the Vein and Vascular Institute of Tampa Bay.
- Dunn & Co. shot a PSA about ALS at Madeira Beach.



## TELEVISION

- An episode of "How to do Florida" involved starting an adventure in an RV at Tarpon Springs, then trekking their way down to Fort De Soto to camp.
- Tricon Films did a test shoot for a potential reality TV series "Brew Crew" in Tarpon Springs.
- HGTV filmed an episode of "Beachfront Bargain Hunt" which involved filming at 3 different Pinellas County properties.
- Bunim/Murray Productions shot for 15 days for their reality TV show "Total Divas" which features women wrestlers.
- Expecting Productions was in town again for 2 shoots picking up footage for their show "I'm Having Their Baby."
- Red 5 Creative featured Pinellas County in an episode of "Travel Thru History".
- WMOR shot lifestyle scenes for new summer promo campaign.



## PRINT

- Portrait Scene and Marie Still Photography shot portraits at Heritage Village, Florida Botanical Gardens and Fred Howard Park.



## MUSIC VIDEO

- River School of Worship shot a music video at Fort De Soto Park.
- EGZ Productions shot a music video for Mister Nik Sharp at Clearwater Beach.



## VIDEO

- Spotmatik shot stock beach lifestyle footage at Fort De Soto Park.
- The Church of Scientology shot aerial footage of their headquarters.
- Spectrum Productions shot lifestyle footage at Clearwater Beach.

# LEADS & RESPONSES



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## LOCATION LIBRARY STATS

Clients conducting their own searches from our online library of images.

May 1 – May 31

Visits: 817

Page Views: 4,478

- Nicole from the City of Dunedin inquired about a WEDU production that involved a group of teens on camera shooting on the Dunedin Causeway.
- Spoke with producer Evan Smith about a PSA he is shooting. Needed info about the location Concert Central.
- A producer working on short films for Verizon inquired about locations. Made several suggestions that would suit his needs and discussed procedures for permitting.
- Advised Bunim Murray producer, Ron Mencer, about locations for Total Divas shoot including making suggestions and sending contacts for a real wedding that was to be part of the show.
- Spoke with scout John Gerlach about St. Pete parks and Innisbrook Resort.
- Curt from Babalou Films inquired about using Fort De Soto Park for a music video.
- Collin Trinith, student filmmaker, inquired about Fort De Soto Park for his film.

2013 Totals					
Month	Projects	Days	Rooms	Hires	Spend
January	12	21	200	164	567,900
February	11	31	293	116	496,600
March	16	22	222	190	387,720
April	15	34	195	264	723,000
May	23	21	539	121	600,650
June					
July					
August					
September					
October					
November					
December					
<b>TOTAL</b>	<b>77</b>	<b>129</b>	<b>1,449</b>	<b>855</b>	<b>2,775,870</b>



# MARKETING & OPERATIONS

- Researched current ordinance on turtle nesting season and lighting in regards to “Six Dance Lessons in Six Weeks” production on St. Pete Beach.
- Spoke with Shari Deegan, owner of Jake’s Grotto, about the procedures and processes of being a location for production. Advised on insurance, rates, etc.
- Chad from HSN called needing an animal wrangler and manicurist for an upcoming shoot. Emailed a list of contacts to him.
- Conducted planning meetings and permits for “Six Dance Lessons” to go over logistics for the shoot. Several driving scenes were to be filmed. Rolling closures, lane blockage, etc. needed to be coordinated and procedures outlined.
- JarDelina Souta inquired about crew personnel, permits and location production companies. Emailed resources to her.
- Wrote content and pulled together pictures for Miles Media and the production of our new website.
- Advised and outlined procedures for Greg Suarez from Bright House Media Services about using a beach for an upcoming shoot.
- Shot & edited video testimonial for Film Commission’s new website and Youtube channel: On-Set of America  
<http://www.youtube.com/watch?v=pHaE3B-1eWM>
- Attended Tampa Bay Beaches Chamber lunch at Sheraton Sand Key.
- Attended the Tourism Tailgate at Ferg’s.
- Attended the budget workshop meeting.
- Attended “The Investigator” local screening at Baywalk Muvico. Networked with producer Nicole Abisinio and director Curtis Graham. The film commission has provided promotional bags for all the guests at the VIP screenings that promotes the fact that it was filmed mostly in Pinellas County.
- Attended Film Florida’s Annual Meeting in Miami that ran in conjunction with CAMACOL conference (Latin Chamber of Commerce of USA). In-depth discussions surrounded the need to educate legislators and rally industry professionals to ensure that film incentives are not passed over again. Visited Telemundo Studios where dozens of television programs are produced for broadcast in Central and South America.
- Developed updated ad the “The Location Guide,” a production guide distributed in Europe and worldwide. The ad promotes the many movies that have shot on location in St. Pete Clearwater.