



FY09 PERFORMANCE PLAN
Office of Motion Picture and Television Development

MISSION

The mission of the Office of Motion Picture and Television Development (MPTD) is to initiate, implement and manage the operations/logistics of programs aimed at generating revenue and stimulating employment and business opportunities in the District through the production of film, video, photography and multimedia projects.

SUMMARY OF SERVICES

MPTD offers the following services to filmmakers: Research Assistance, Location Scouting, On-Line Location Library, Technical and Logistical Assistance, Script Breakdown, Production Support, Community Relations, E-Photo and E-Clip Delivery, Special Events planning, Concierge Service, Hotel Restaurant and Transportation assistance.

OBJECTIVE 1: Expand and increase the overall visibility and level of motion picture and television production activity in the District.

INITIATIVE 1.1: Marketing and Public Relations – Promote the District as the venue of choice in the US and abroad for filming feature films, independent and short films, television shows and series, still photos, commercials and documentaries.

Encourage producers to use local technical and creative talent, state-of-the-art production facilities and equipment houses in the District. Develop the exhibition end of the business by marketing the nation's capital as a site for film premieres, award shows and industry events.

INITIATIVE 1.2: Production and Support – Provide filmmakers with creative range of services designed to save them time, money and effort.

OBJECTIVE 2: Provide employment and training opportunities to become involved in the motion picture and television production process.

OBJECTIVE 3: Provide opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process.

INITIATIVE 3.1: Community Outreach/External Affairs – Position agency to inform residents, businesses, ANC and other organizations in advance of any film activity taking place in their area.

Partner with local residents and businesses about the economic and cultural benefits associated with filming activities through set visits, community meetings and other screenings. Encourage filmmakers to become more involved in local activities in areas in which they are working.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY07 Actual	FY08 Target	FY08 YE Actual	FY09 Projection	FY10 Projection	FY11 Projection
Percent of filmmakers that rank the overall film experience in DC as satisfactory or most satisfactory.	97%	85%	89%	85%	85%	85%
Number of temporary job and training opportunities in the motion picture and television industry.	2,863	2,100	1,903	2,100	2,100	2,100
Number of productions filmed in the District.	319	300	309	300	300	300
Percent of all forms of contact/outreach made that result in better position for the District/result in actual filming.	50%	30%	30%	30%	30%	30%