



FY2011 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 and logistics of programs aimed at generating revenue and stimulating employment and business opportunities in the District through the production of film, television, video, photography and other multimedia projects.

SUMMARY OF SERVICES

MPTD offers various services to filmmakers including; research assistance and location scouting, technical and logistical assistance, script breakdown, production support, online locations library, community relations, special event planning and promotions, and hotel, restaurant and transportation assistance. MPTD also serves as a liaison between the film industry and the city, working to ensure that affected residents, businesses and city agencies are aware of film activity in the community. MPTD works to mitigate any negative impact of such film activity, while developing access for residents and businesses to take advantage of the positive opportunities filmmaking presents.

OBJECTIVE 1: Expand overall level of motion picture and television production activity, increase visibility, and promote the District as a “film-friendly” city.

INITIATIVE 1.1: Make it easier, faster, and more efficient to create motion picture and television productions in the District of Columbia.

The Office of Motion Picture and Television Development will provide filmmakers with an expanded range of services and maintain a true ‘one-stop-shop’ for production companies filming in the District. This effort will be accomplished by continuing to offer a streamlined permitting processes and managing efficient and effective inter-agency coordination. After completing a thorough evaluation of the various procedures in place at the District’s permitting and enforcement agencies (i.e. DCRA, DDOT, and MPD), MPTD, in partnership with those agencies, developed a new process that more effectively addresses the unique needs of the film industry. MPTD launched streamlined permitting policies in FY2010 and will continue to refine the procedures as the process rolls out through FY2011.

INITIATIVE 1.2: Promote the District as a venue of choice for motion picture and television production and exhibition.

MPTD will continue to build on its marketing and communications efforts to raise the visibility of the District as a premier production venue. MPTD will employ various social media marketing tools in FY2011 to promote the District as well as proactively engaging with location filmmaking decision makers at key industry events, trade shows, and other activities.

MPTD will publish the second edition of the *Washington DC Production Resource Guide* in FY2011. This comprehensive guidebook to filmmaking in the District highlights all of



the aspects that make the District a venue of choice for film and video production, and promotes the local production community; including a directory of local businesses and individuals that service the industry. The guide will be strategically distributed throughout the year at industry events, by direct mail, and during in-person meetings with filmmakers and studio executives. MPTD will also continue to develop the exhibition end of the business by marketing the nation's capital as a site for film premieres, award shows and industry events.

OBJECTIVE 2: Create employment and business opportunities in motion picture and television production, while developing the infrastructure to support the future growth of the film industry in the District.

INITIATIVE 2.1: Develop partnerships with filmmakers, studios, trade organizations, film and entertainment related businesses, and schools both within and outside the District.

MPTD will continue the roll out of training programs started in FY2010 and partner with key stakeholders to focus on job placement in FY2011. Programs such as the Production Assistant Training Seminar and the NBC-Universal Film DC Workforce Training Program will be extended to include a larger pool of District residents and a wider scope of training opportunities. MPTD will also expand the partnerships already underway with local schools, non-profits, and trade organizations to provide professional development and networking opportunities to support the growing pool of qualified residents working in the industry.

INITIATIVE 2.2: Provide opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process.

MPTD will leverage the *2011 Washington, DC Production Resource Guide* to promote local businesses that service the film industry. MPTD will work closely with the Department of Small and Local Business Development (DSLBD) to ensure DC-based businesses are included in the production directory, and to specifically highlight DSLBD Certified Business Enterprises (CBEs). MPTD will also develop an enhanced *Locations Guide* to reflect film-friendly venues (hotels, restaurants, retail, commercial, and other business entities) throughout the city.

INITIATIVE 2.3: Promote use of District-owned property by the film industry.

MPTD will proactively market District-owned properties to the film and television industry to create revenue generating uses for DC space. MPTD will encourage filmmakers to use buildings and vacant land under control of the District for exterior filming, soundstage/studio production, storage, and temporary office space.



OBJECTIVE 3: Expand community outreach and enhance constituent communication.

INITIATIVE 3.1: Improve communication with residents, businesses, ANC, and neighborhood organizations.

MPTD will continue to improve communication to residents and businesses, by providing advanced notification of any film activity taking place in their neighborhoods and ensuring timely and accurate information is disseminated. MPTD will continue to utilize subscriber-based email alerts, Twitter messaging, and other media outlets to inform residents of potential traffic, parking, or other restrictions, and convey the overall scope of work and community impact of various film projects.

INITIATIVE 3.2: Produce an Economic Impact Study of the Film Industry in Washington, DC.

In FY11 MPTD will solicit a local firm to conduct a study of the motion picture and television production industry in Washington, DC. The study will examine both the local/indigenous (DC and DC-area based) film and imported (based outside of DC) video production industry's economic and fiscal impacts on the city. The project shall commence October 1, 2010 and be completed by February 15, 2011.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2009 Actual	FY2010 Target	FY2010 YTD	FY2011 Projection	FY2012 Projection	FY2013 Projection
Film and Video Projects produced in the District	326	310	303	320	330	340
Motion picture and television industry spending in the District ¹	\$26.25 Million	\$20 Million	\$12.5 Million	\$20 Million	\$20 Million	\$20 Million
Filmmakers that rank the overall film experience in DC as satisfactory or very satisfactory	100%	90%	90%	90%	90%	90%
Industry events or activities attended and/or participated in to market the District as a production venue	Baseline	4	9	4	4	4
Contacts made (in person or over the phone) with location filmmaking decision-makers to promote the District as a production venue	Baseline	50	60	60	70	80
Temporary job and training opportunities in the motion picture and television industry	2,600	2,150	2,551	2,200	2,250	2,300
Events/activities aimed at connecting District residents with job and training opportunities	Baseline	12	6	12	12	12
% of subgrantee's budget spent on programmatic costs ²	Not Available	Not Available	Not Available	65%	65%	65%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ³	Not Available	Not Available	Not Available	100%	100%	100%

¹ MPTD projected higher production expenditures due to major motion pictures scheduled to film in the District during the latter half of FY2010. Specifically, Transformers 3 was expected to generate significant spend in the District in the upwards of \$8million. This production changed their filming dates to October 2010 which is the start of FY2011. As a result, we are unable to include their expenditures in our FY10 reporting.

² The Wise Giving Alliance of the Better Business Bureau identifies 65% to be an industry standard for this measure <http://www.bbb.org/us/Charity-Standards/>. This metric measures all subgrantees' programmatic costs as a percentage of their overall costs.

³ Pursuant to 11.4 of the Grants Manual and Source Book all District agencies must complete monitoring reports. All District agencies should be in compliance with this standard. The standard is 100%.