



**FY2012 PERFORMANCE PLAN**  
**D.C. 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 public and private sector.

MPTD works with the community to create a greater understanding of the filmmaking process. Relationships have been established with all facets of the community including religious institutions, educational establishments, businesses and trade unions. MPTD realizes that the support and cooperation of this cross section of groups is vital to the development and enhancement of motion picture and television production in the District.

**WORKLOAD MEASURES**

<b>Metric</b>	<b>FY10 Actual</b>	<b>FY11 Actual</b>	<b>FY12 YTD</b>
Total Number of Film Permits issued	300	403	129
Total number of film permit fees collected	\$51,500	\$83,940	\$39,040

**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: Schedule of series of meeting with key high-ranking officials in the Federal Government to discuss the idea of instituting rules and regulations that would provide filmmakers better access to filming at popular venues such as the Lincoln Memorial, The Department of Commerce, the US Capitol, etc. (FISCAL STABILITY)**

MPTD will continue to provide filmmakers with an expanded range of services that are designed to address the needs of filmmaker filming motion pictures, television series, live televised events, commercials, documentaries and webisodes. Target completion date: Ongoing.

**INITIATIVE 1.2: Promote the District as the venue of choice for motion picture and television production and exhibition. (FISCAL STABILITY; JOB CREATION)**



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 leverage various social media marketing tools to promote the District, as well as, proactively engage with key industry decision makers at industry events, trade shows, film festivals, conferences and other activities.

MPTD's Reel Scout program will come online in October 2011. It is designed to house extensive information on all aspects of filmmaking in the District. In addition, it will incorporate state-of-the-art image technology within a program specifically created for MPTD. The program will include information about filming permits, legislation and other matters. It also houses information of production facilities, studios, casting agencies and other ancillary businesses that service the industry.

MPTD will publish the third edition of the *Washington DC Production Resource Guide* in FY2012, which will be a Mid-Atlantic Production Resource Guide this year. 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. Additionally, the guide will promote the local production community; including a directory of local businesses, vendors, 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. Target Completion date: Ongoing.

**OBJECTIVE 2: Create employment and business opportunities in motion picture and television production, while developing a qualified and skilled workforce to support the 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. (FISCAL STABILITY; JOB CREATION; QUALITY EDUCATION)**

MPTD will roll out a comprehensive Workforce Development Program in FY 2012. 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. **Completion Date: Quarter 4 of calendar year 2012, the Film DC Workforce Development Training Program will be completed.**

**INITIATIVE 2.2: Provide opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process. (Fiscal Stability, Job Creation)**

MPTD will utilize the *2012 Washington, DC Production Resource Guide* to promote local businesses that service the film industry. MPTD will also work closely with the Department of Small and Local Business Development (DSLBD), DC Chamber of



Commerce, and other advocacy organizations to ensure DC-based businesses are provided an opportunity to get their fair share of the lucrative production dollar. MPTD will also develop an enhanced user-friendly *Locations Guide* to reflect film-friendly venues (hotels, restaurants, retail, commercial, and other business entities) throughout the city.

**Completion date: D.C. Production Resource Guide will be completed by the end of January 2012.**

**INITIATIVE 2.3: Promote use of District-owned property by the film industry. (FISCAL STABILITY)**

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.

**Completion date: Ongoing**

**OBJECTIVE 3: Expand community outreach and enhance constituent communication.**

**INITIATIVE 3.1: Improve communication with residents, businesses, ANC, and neighborhood organizations. (FISCAL STABILITY)**

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. **Completion date: Ongoing**



### PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2011 Target	FY2011 Actual	FY2012 YTD	FY2013 Projection	FY2014 Projection	FY2015 Projection
Film and Video Projects produced in the District	320	250	330	340	350	360
Motion picture and television industry spending in the District	\$20 Million	\$20,542,304.41	\$20 Million	\$20 Million	\$25 million	\$30 million
Filmmakers that rank the overall film experience in DC as satisfactory or very satisfactory	90%	99%	90%	90%	90%	90%
Industry events or activities attended and/or participated in to market the District as a production venue	4	19	4	4	5	5
Contacts made (in person or over the phone) with location filmmaking decision-makers to promote the District as a production venue	60	100	70	80	90	100
Temporary job and training opportunities in the motion picture and television industry	2,200	3,854	2,250	2,300	2,500	2,800
Events/activities aimed at connecting District residents with job and training opportunities	12	5	5	5	5	5