



**FY2013 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.

AGENCY WORKLOAD MEASURES

Metric	FY 2010 Actual	FY 2011 Actual	FY 2012 YTD
Total Number of Film Permits issued	300	403	418
Total number of film permit fees collected	\$51,500	\$83,940	\$103,300

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: Streamline process of filming on venues that fall under the Federal Government.

Schedule a series of meetings 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, Union Square, The Department of Commerce, the US Capitol, etc. MPTD also will continue to coordinate with the heads of each corresponding jurisdiction (National Park Service, U.S. Capitol Police, White House, etc.) to ensure the process is as smooth as possible for filmmakers requesting those areas to film. *Targeted completion date: Ongoing*



INITIATIVE 1.2: Promote the District as the 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 leverage various social media marketing tools such as Facebook, Twitter, and e-newsletter distribution to promote the District, as well as proactively engage with key industry decision makers at industry events, trade shows, film festivals, conferences and other local activities. *Targeted completion date: Ongoing*

MPTD's Reel Scout program was launched 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. Currently the program is being used in-house and will be available to anyone who accesses our web site by March 30, 2013. The program will include information about filming permits, legislation and other matters and will house information of production facilities, studios, casting agencies and other ancillary businesses that service the industry.

MPTD will contribute to the second edition of the Mid-Atlantic Production Resource Guide in FY2013. 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. *Targeted completion date: Ongoing*

INITIATIVE 1.3: Examine financial incentives and determine the best incentive package for the District based on today's competitive environment.

Financial incentives have increasingly changed the way that film location decisions are made, to the point that many films made on location do not consider coming to states without such programs. Without incentives, even the nation's capital, which offers things that other jurisdictions cannot, finds it challenging to be the venue of choice for production. Therefore, the District is planning to conduct a feasibility study to determine the best way for the city to attract production in today's competitive environment. An investigation into the potential financial return for offering film incentives will be part of this study. *Targeted completion date: March 30, 2012*

INITIATIVE 1.4: Explore the video gaming industry as a potential revenue generating source and work to leverage the District's creative talent, equipment and facilities to attract digital media to the nation's capital.

MPTD is exploring new industries to assist in our mission of initiating and implementing programs aimed at generating revenue and stimulating business and employment



opportunities. One of the industries we found particularly compelling and relevant to MPTD's mission is the entertainment gaming industry. Increasingly, the video game and motion picture industries are becoming more interconnected. Today, successful motion pictures create video game versions to enhance their revenue stream.

After breaking box office records in the movie theaters, "Avatar: The Game" went on to sell 2.7 million units in just one year; adding an additional \$50 million to Avatar's total revenue. As a result, MPTD is exploring the feasibility of making the District a destination for the creation of digital media. The entertainment software industry now rivals the revenue generating potential of the motion picture industry and other more traditional delivery platforms for creative/entertainment content. Much of today's content for entertainment software, as well as television and film production, is created through the use of computer-generated techniques. The District has the creative talent, equipment and facilities in place to attract digital media to the nation's capital. *Targeted completion date: September 30, 2012*

OBJECTIVE 2: Create employment and business opportunities in motion picture and television production.

INITIATIVE 2.1: Develop a qualified and skilled workforce to support the growth of the film industry in the District.

MPTD will develop partnerships with filmmakers, studios, trade organizations, film and entertainment related businesses, and schools both within and outside the District to help foster growth of the talent base. *Targeted completion date: Ongoing*

MPTD will roll out a comprehensive Workforce Development Program to be completed by the fourth quarter of FY 2013, September 30, 2012. As we work to complete that plan, we will host a Production Assistant Training Seminar, similar to the one we conducted in the summer of 2010, to help D.C. residents who aspire to enter the local film and television industry. We expect to host this seminar in the second quarter of FY2013, no later than March 30, 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. *Targeted completion date: Ongoing.*

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 utilize the *2013 Washington, DC Production Resource Guide* to promote local businesses that service the film industry. *Targeted completion date: Ongoing*

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. *Targeted completion date: Ongoing*



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. *Targeted completion date: September 30, 2012*

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. MPTD will use the web site, social media platforms, and the Reel Scout initiative to help promote these properties. *Targeted completion date: Ongoing.*

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, the “production alerts” section on our web site, 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. *Targeted completion date: Ongoing.*



KEY PERFORMANCE INDICATORS – Office of Motion Picture and Television Development

Measure	FY 2011 Actual	FY 2012 Target	FY 2012 YTD	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Film and Video Projects produced in the District	250	330	318	340	350	360
Motion picture and television industry spending in the District	\$20,542,304.41	\$20 Million	\$22 Million	\$20 Million	\$25 million	\$30 million
Filmmakers that rank the overall film experience in DC as satisfactory or very satisfactory	99%	90%	99%	90%	90%	90%
Industry events or activities attended and/or participated in to market the District as a production venue	19	4	13	4	5	5
Contacts made (in person or over the phone) with location filmmaking decision-makers to promote the District as a production venue	100	70	396	80	90	100
Temporary job and training opportunities in the motion picture and television industry	3,854	2,250	4,236	2,300	2,500	2,800
Events/activities aimed at connecting District residents with job and training opportunities	5	5	5	5	5	5