



**FY2014 PERFORMANCE PLAN**  
**D.C. Office of Motion Picture and Television Development**

**MISSION**

The Office of Motion Picture and Television Development (MPTD) implements, manages, and administrates programs, initiatives, and services that support media industry economic activity, growth, and employment in the District of Columbia.

**SUMMARY OF SERVICES**

MPTD offers various services to local and out-of-state film, television, video, interactive, multimedia, and digital media content creators, including: production and parking permitting; location scouting; production support; hotel; restaurant and transportation assistance; and job placement assistance. MPTD engages the community to create a greater understanding of the media industry as a whole, the content/media-making process, and the professional skills required to become a marketable media industry professional. MPTD also serves as a liaison between the media industry and District residents, local government, local businesses, business development groups, and non-profits.

**AGENCY WORKLOAD MEASURES**

<b>Metric</b>	<b>FY 2011 Actual</b>	<b>FY 2012 Actual</b>	<b>FY 2013 Actual</b>
Total Number of Film Permits issued	403	444	435
Total number of film permit fees collected	\$83,940	\$103,000	\$98,390

**OBJECTIVE 1: Maximize economic activity, incentivize infrastructure development, and support workforce development and job creation in the District of Columbia’s media industry.**

**INITIATIVE 1.1: Design, establish, and implement a media industry incentive program that will distribute \$4 million allocated to the Film DC Incentive Fund for FY2014.**

MPTD will fashion a comprehensive media industry incentive program in consultation with business development cluster partners, local media industry companies, and local media industry professionals, and local university administrators. The program will support the indigenous creative entertainment and emerging media economy, support media production in the District of Columbia, and create job opportunities for District residents. **Targeted completion date: April 30, 2014**

**INITIATIVE 1.2: Support, develop, and grow a skilled, marketable creative entertainment and emerging media economy workforce in the District of Columbia through strategic partnerships and workforce development programs.**



MPTD has developed the framework for a comprehensive Workforce Development Program to be implemented by the fourth quarter of FY 2014. MPTD's Workforce Development initiative is designed to help District of Columbia residents become proficient in the marketable industry-specific trade skills required to secure long term, career-track employment within an identified media industry "growth sector."

In FY 2013, through the OCP procurement process, MPTD retained the services of a grant writer and development consultant to assist MPTD with identifying potential program support funds for the program. Over the first quarter of FY 2014 MPTD will be working with the consultant to identify available grants as well as target and solicit private foundations and corporations that could serve as the funding source(s) for MPTD's workforce development initiatives. **Targeted Completion Date: December 31, 2014**

MPTD will continue to maintain existing and develop new partnerships with creative media industry employers, working professional content creators, local universities, non-profits, and trade organizations to inform the program curriculum and provide program training provider services and wraparound job placement services for the workforce training program. **Targeted completion date: Ongoing**

**OBJECTIVE 2: Expand the overall level of media content production support services in the District of Columbia.**

**INITIATIVE 2.1: Work with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations.**

MPTD will work with District government agency partners that manage and operate buildings, facilities, and open spaces to ascertain which locations controlled by the District government could be made available to the content creation community as production locations. Those agencies include DGS, DCPS, DPR, among others. **Targeted completion date: Ongoing**

**INITIATIVE 2.2: Create incentives that would encourage more production support businesses to establish themselves in the District of Columbia.**

MPTD will work to establish more production support services business to matriculate to the district, and offer incentives for District resident entrepreneurs to start new businesses in the District. Currently, many of the production support businesses that provide content producers with camera, lighting, props, transportation and other related production hardware are located outside of the District of Columbia. It will be the goal of MPTD to reverse that trend. **Targeted completion date: Ongoing**



**INITIATIVE 2.3: Facilitate content creator access to production locations falling under Federal Government jurisdiction.**

Schedule a series of meetings with key officials in the Federal Government to discuss policies, processes, procedures, rules and regulations that would allow content creators more access to popular locations under federal jurisdiction, such as the National Mall, Union Square, Federal Triangle, the US Capitol, etc. MPTD will continue to coordinate with agencies that have federal permitting authority (National Park Service, U.S. Capitol Police, White House, etc.) to ensure the process is as smooth as possible for content creators requesting federal locations as sites for production activity. **Targeted completion date: Ongoing**

**OBJECTIVE 3: Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.**

**INITIATIVE 3.1: Promote the District of Columbia as the venue of choice for media production, media industry business activity, and media industry infrastructure development.**

MPTD will continue to build on its marketing and communications efforts to raise the visibility of the District as an emerging center for creative entertainment and digital media economic activity. 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 local activities. **Targeted completion date: Ongoing**

**INITIATIVE 3.2: Promote use of District-owned property by the film industry.**

MPTD will proactively market District-owned properties to the media industry. MPTD will work with other advocacy organizations to ensure DC-based businesses are provided an opportunity to get their fair share of the lucrative production dollar.

MPTD will use its web site, social media platforms, its Reel-Scout location support utility, and the 2014 Mid-Atlantic Production Resource Guide to help promote and market local properties. Additionally, MPTD will work with the DC Chamber of Commerce, and the Department of Small and Local Business Development (DSLBD) to identify local businesses that could increase their revenues by offering up their sites to production activity.

**INITIATIVE 3.3: Promote MPTD's Reel-Scout Location and Production Crew management mobile device application.**

In FY 2014, MPTD will continue efforts launched at the end of FY 2013 to allow public access to DC location information through a mobile device application (or "app") managed and maintained by Reel-Scout. MPTD's new customized mobile application, DC Reel Crew, gives users access to location and crew list information via their mobile phones or tablets. DC Reel Crew allows content creators and other crew members to be featured on the app free of charge. MPTD is the first office in the Mid-Atlantic region to introduce this feature.

Reel-Scout has become the preeminent location and production crew management application software in the United States, and is currently used by more than 60 film,



entertainment, and emerging media offices and commissions in the United States. MPTD's Reel-Scout program was launched in October 2011. It is designed to house extensive information on all aspects of media production in the District. Until March 2013, Reel Scout was being used in-house to manage locations and agency contacts. With the launch of the agency's new web site in March 2013, MPTD rolled out the full services of Reel-Scout, which provides a state-of-the-art location management and location assistance tool that gives MPTD the ability to effectively track, manage, and promote local crew and businesses that provide production support services for film, television, and new media production companies seeking to film on location here in the District of Columbia. The recent launch of the new mobile application continues the process of adding a wider range of reference and support services to the content creator community. **Targeted completion date: October 31, 2013.**

**INITIATIVE 3.4: Participate in the publication and distribution of the 2014 Mid-Atlantic Production Resource Guide.**

In FY 2014 MPTD will contribute to the third edition of the Mid-Atlantic Production Resource Guide, a production resource and media professional directory used by content creators to acquire crew and obtain the equipment and production services required for production activities. This comprehensive reference guide is the annually updated production guide of choice used by content producers from all over the country and around the world requiring contact information for production and crew talent services in the District of Columbia.

The guide will be strategically distributed throughout the year at industry events, by direct mail, and will be available at MPTD's office. **Targeted completion date: Ongoing**

**OBJECTIVE 4: Expand community outreach and enhance constituent communication.**

**INITIATIVE 4.1: Improve local media industry engagement.**

MPTD will proactively engage media industry employer partners, media industry professionals, and aspiring media industry professionals through a series of targeted outreach efforts. **Targeted completion date: Ongoing**

**INITIATIVE 4.2: Continue to notify District of Columbia residents, businesses, neighborhood organizations, ANCs, and City Council constituent service representatives when production activity approved by MPTD might impact them.**

MPTD will continue its policy of "production alert notification" to District residents and businesses that could be impacted or inconvenienced by content production activities permitted through MPTD by providing advanced notification of any production 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 2012 Actual	FY 2013 Target	FY 2013 Actual	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Film and Video Projects produced in the District	320	340	304	320	320	320
Motion picture and television industry spending in the District	\$ 22,258,132.26	\$20 Million	\$ 19,947,272	\$20 Million	\$20 million	\$20 million
Content creators that rank the overall film experience in DC as satisfactory or very satisfactory	99%	90%	100%	99%	99%	99%
Industry events or activities attended and/or participated in to market the District as a production venue	12	4	7	4	4	4
Contacts made (in person or over the phone) with location media production decision-makers to promote the District as a production venue	396	80	113	150	200	250
Temporary job and training opportunities in the motion picture and television industry	6,426	2,300	3,859	3,000	3,500	4,000
Events/activities aimed at connecting District residents with job and training opportunities	5	5	5	4	4	4