



**FY2015 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; and hotel, restaurant, transportation, 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

Measure	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual
Total Number of Film Permits issued	444	435	367
Total number of film permit fees collected	\$103,000	\$98,390	\$74,600

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

INITIATIVE 1.1: Update, implement and administrate a media industry incentive program that will distribute the funding allocated to the Film DC Incentive Fund for FY2015.

The Film DC Economic Incentive Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. MPTD will address confusing and contradictory language by drafting and submitting new rulemaking language that conforms to the current Film DC Economic Incentive Law (D.C. Code § 39-501). MPTD also will make a recommendation for formal changes to the current incentive law language that would make the current law clear, consistent, and enforceable.

MPTD will then implement and administrate a comprehensive media industry incentive program in consultation with government partners and film and media stakeholders. The program will support the creative entertainment industry and media production in the District of Columbia, and create job opportunities for District residents.



Note: The legislation was amended in 2011, but the “rules” were last updated in 2007. The incentive program cannot be administrated until rules are drafted and certified that conform to the current Film DC Economic Incentive law. **Targeted completion date: September 30, 2015**

INITIATIVE 1.2: Develop the framework for a workforce development program that will train D.C. residents with skills required to become marketable media industry professionals.

MPTD will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to design, implement, and administrate a media industry vocational training program. The program will target District youth and adult residents, making them proficient in specific, marketable media industry trade skills required to secure long term, career-track employment. The program will include a training module and an apprenticeship module, guaranteeing that graduates of the training program will transition into a tangible job opportunity. The program announcement will be contingent on identifying required funding and securing the necessary media industry employer partnerships agreements.

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: September 30, 2015**

INITIATIVE 1.3: Identify, pursue and support sustainable opportunities for local infrastructure development.

MPTD is currently investigating and vetting the feasibility and sustainability of the following in the District: pre-, production, and post-production house; virtual/digital studios, Internet-based media, media centers, vocational media training centers, incubators/creator spaces and production support vendor facilities (camera, lights, grip equipment rentals, etc.). MPTD will assess which potential infrastructure projects will best contribute to economic development in the local media economy. **Targeted completion date: September 30, 2015**

INITIATIVE 1.4: Investigate MPTD establishing grant-making authority to support indigenous media production.

MPTD will conduct a formal analysis of the efficacy of the agency obtaining grant-making authority, which would allow MPTD the ability to implement and execute a grant support program targeting media-related production and business activity in the District (similar to the authority DCCAH has to support visual and performing arts activities). MPTD will draft propose legislation to authorize grant-making authority to MPTD. **Targeted completion date: September 30, 2015.**



OBJECTIVE 2: Become the “go to” agency for all projects filming in DC.

INITIATIVE 2.1: MPTD will have comprehensive involvement in productions filming in the District of Columbia.

MPTD will begin to take a more active role from start to finish in the permitting and production process of productions filming in the District. By having more of a hands-on approach to engaging productions from the beginning, MPTD believes it can have more of an impact on client satisfaction and ultimately increased production days. This new engagement strategy will include visiting the sets of productions and providing logistical support. **Targeted completion date: September 30, 2015**

INITIATIVE 2.2: Streamline permitting and ease procedural and structural challenges to local production.

The complexity of filming in the District can be turned into an opportunity to position MPTD as a singular “go to” agency for all projects filming in the nation’s capital. The ultimate goal of MPTD is to provide true “one-stop” permitting and act as an inter-agency liaison when multi-jurisdictional or alternative agency permitting is required by a production filming in the District.

To implement this initiative, MPTD will begin fielding, coordinating, and tracking permit requests that require permitting through other film permitting jurisdictions such as the National Park Service (NPS), the U.S. Capitol Police, and the Supreme Court. **Targeted completion date: September 30, 2015.**

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 (NPS, 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: September 30, 2015.**

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, film festivals, conferences and local activities. **Targeted completion date: September 30, 2015**

INITIATIVE 3.2: Identify and assess District-owned property suitable for use by the film industry.

MPTD will identify and assess District-owned properties that are suitable for use by the film industry by working with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations. Those agencies MPTD plans to contact for assessment include DGS, DCPS, DPR, among others. **Targeted completion date: September 30, 2015.**

INITIATIVE 3.3: Promote locations within all eight wards of the District.

MPTD will use its web site, social media platforms, its Reel-Scout location support utility, and the *2015 Mid-Atlantic Production Resource Guide* to help promote and market local properties. MPTD also will continue its Location of the Month initiative, which features a new location each month from all eight wards of the city that are cinematically appealing. Additionally, MPTD will work with the DC Chamber of Commerce, Destination DC 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. **Targeted completion date: September 30, 2015.**

INITIATIVE 3.4: Market MPTD's Reel-Scout Location and Production Crew management mobile device application.

MPTD will continue efforts to promote access to DC location information through a mobile device application (or "app") managed and maintained by Reel-Scout. MPTD's 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 was the first office in the Mid-Atlantic region to introduce this feature. MPTD will work with the Business Improvement Districts (BIDs), local business organizations (DSLBD, WDCEP and Events DC) and trade organizations (IATSE, Producer's Guild, and Teamsters) to get their constituents, stakeholders, and members registered for the DC Reel Crew application. **Targeted completion date: September 30, 2015.**

INITIATIVE 3.5: Participate in the publication and distribution of the 2015 Mid-Atlantic Production Resource Guide.

In FY2015, MPTD will contribute to the fourth 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: December 30, 2014.**



OBJECTIVE 4: Expand community outreach and enhance constituent communication.

INITIATIVE 4.1: Improve local media industry engagement and support and promote talents of local media professionals.

MPTD will proactively engage media industry employer partners, media industry professionals, and aspiring media industry professionals through a series of targeted outreach efforts. MPTD will continue sponsorship and co-hosting events with local filmmaking constituent groups and stakeholders such as Women in Film and Video, TIVA and DC Shorts.

MPTD also will continue to celebrate, nurture and support local filmmakers by continuing the Filmmaker of the Month initiative, create exposure opportunities like the Film DC Sizzle Reel, and host regular local filmmaker events with MPTD staff. **Targeted completion date: September 30, 2015.**

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 communication platforms 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: September 30, 2015



KEY PERFORMANCE INDICATORS – Office of Motion Picture and Television Development

Measure	FY 2013 Actual	FY 2014 Target	FY 2014 Actual	FY 2015 Projection	FY 2016 Projection	FY 2017 Projection
Film and video projects produced in the District	304	320	280	300	330	365
Motion picture and television industry spending in the District	\$ 19,947,272 ¹	\$20 Million	\$9,051,915.3	\$10.1 million	\$11 million	\$12.2 million
MPTD on location set visits with productions with significant impact/importance ²	N/A	N/A	N/A	75%	80%	85%
Content creators that rank the overall film experience in DC as satisfactory or very satisfactory	100%	99%	99%	99%	99%	99%
Industry events or activities attended and/or participated in to market the District as a production venue	7	4	41	45	50	55
Contacts made (in person or over the phone) with location media production decision-makers to promote the District as a production venue	113	150	532	400	440	490
Temporary job and training opportunities in the motion picture and television industry	3,859 ³	2,300	1,933	2,125	2,340	2,575
Events/activities aimed at connecting District residents with job and training opportunities	5	5	22	15	17	19

¹ \$6.7 million of the motion picture and television industry spending in the District in FY13 correspond to productions that were not permitted through MPTD due to a reporting error.

² As of FY15, MPTD will begin to track the percentage of production sets visited by MPTD staff with significant impact/importance.

³ 425 of the temporary job and training opportunities in FY13 correspond to productions that were not permitted through MPTD due to a reporting error.