



## Office of Motion Picture Television Development MPTD (TK)

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### MISSION

The mission of the Office of Motion Picture and Television Development (MPTD) is to initiate, implement and manage the operations/logistics of programs aimed at generating revenue and stimulating employment and business opportunities in the District through the production of film, video, photography and multimedia projects.

### SUMMARY OF SERVICES

MPTD offers the following services to filmmakers: Research Assistance, Location Scouting, On-Line Location Library, Technical and Logistical Assistance, Script Breakdown, Production Support, Community Relations, E-Photo and E-Clip Delivery, Special Events planning, Concierge Service, Hotel Restaurant and Transportation assistance. The Film Office offers 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.

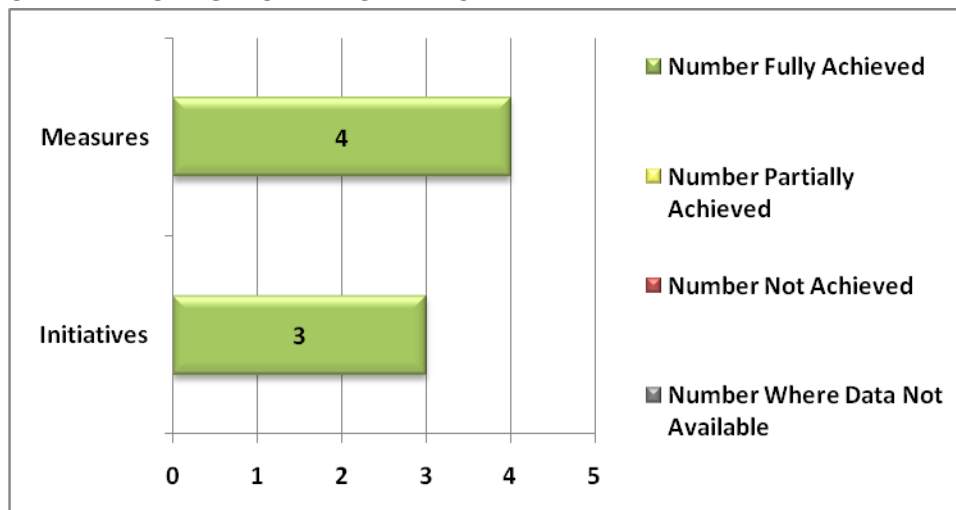
### AGENCY OBJECTIVES

1. Expand and increase the overall visibility and level of motion picture and television production activity in the District.
2. Provide employment and training opportunities to become involved in the motion picture and television production process.
3. Provide opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process.

### ACCOMPLISHMENTS

- ✓ Created a “one-stop-shop” to streamline permitting and improve inter-agency coordination
- ✓ Positioned District as a venue of choice for film production (marketing & communications)
- ✓ Improved community relations and constituent communications

### OVERVIEW OF AGENCY PERFORMANCE





## Performance Initiatives – Assessment Details

### Performance Assessment Key:

 Fully achieved     Partially achieved     Not achieved     Data not reported

### **OBJECTIVE 1: EXPAND AND INCREASE THE OVERALL VISIBILITY AND LEVEL OF MOTION PICTURE AND TELEVISION PRODUCTION ACTIVITY IN THE DISTRICT.**

#### **INITIATIVE 1.1: Marketing and Public Relations – Promote the District as the venue of choice in the US and abroad for filming feature films, independent and short films, television shows and series, still photos, commercials and documentaries.**

MPTD implemented numerous improvements to the agency's marketing and communications efforts in FY2009. MPTD has begun the process of modernizing the agency's website and enhancing the office's overall online presence. The website has been updated and reorganized.

- Enhanced tools including a comprehensive guide to District filming locations is being developed, and a fully-automated online permitting application will be deployed in FY2010. The Washington, DC Production Resource Guidebook, a comprehensive guidebook to filmmaking in the District (including a directory of local businesses and individuals that service the industry), in addition to a new agency promotional kit created in FY2009, is strategically distributed at industry trade shows, by direct mail, and during in-person meetings with filmmakers and studio executives.

#### **INITIATIVE 1.2: Production and Support – Provide filmmakers with creative range of services designed to save them time, money and effort.**

The Office of Motion Picture and Television Development, throughout FY2009, worked to make it easier, faster, and more efficient to film motion picture and television productions in Washington, DC. The Film Office is now equipped to provide filmmakers with an expanded range of services in addition to fulfilling basic permitting needs. The Film Office offers 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 streamlined the permitting processes and improved inter-agency coordination by identifying a new approach to permitting that more effectively addresses the unique needs of the film industry. In consultation with the District Department of Transportation and the Department of Consumer and Regulatory Affairs, MPTD implemented a system in which MPTD technicians can now issue and print public space occupancy permits for the purpose of motion picture, television or other media production ("Film Permits") directly – reducing wait times for applicants and relieving DDOT/DCRA staff.

### **OBJECTIVE 2: PROVIDE EMPLOYMENT AND TRAINING OPPORTUNITIES TO BECOME INVOLVED IN THE MOTION PICTURE AND TELEVISION PRODUCTION PROCESS.**

### **OBJECTIVE 3: PROVIDE OPPORTUNITIES FOR LOCAL BUSINESSES TO BECOME INVOLVED WITH AND**



**GAIN MORE VISIBILITY IN THE MOTION PICTURE AND TELEVISION PRODUCTION PROCESS.**

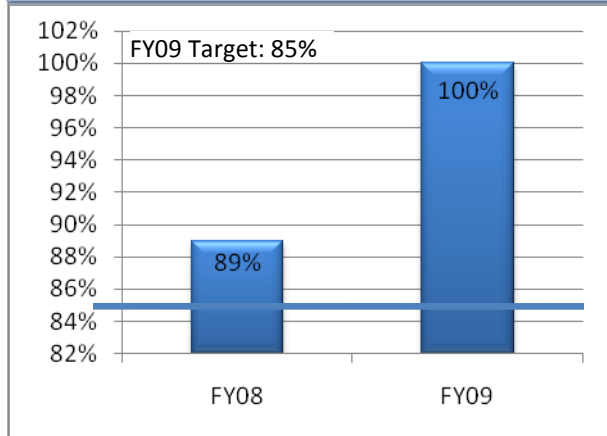
**INITIATIVE 3.1: Community Outreach/External Affairs – Position agency to inform residents, businesses, ANC and other organizations in advance of any film activity taking place in their area.**

- MPTD has served as a liaison between the film industry and the city, working to ensure that residents, businesses and city agencies are aware of film activity in the community. MPTD has consistently partnered with the Mayor's Office of Community Relations and Services (MOCRS) to provide advanced notification of any film activity taking place in neighborhoods.



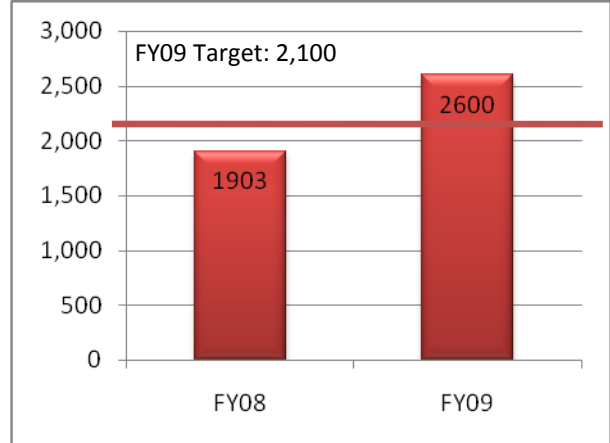
## Key Performance Indicators – Highlights

From Objective 1: Percent of filmmakers that rank the overall film experience in DC as satisfactory or most satisfactory



**FULLY ACHIEVED**

From Objective 2: Number of temporary job and training generated in the motion picture and television industry.



**FULLY ACHIEVED**

### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- By streamlining the permitting processes, creating a "one-stop-shop," and offering an expanded range of services to filmmakers, OMPTD made it more attractive to do business in the District and improved the overall film experience.

#### *What external factors influenced this indicator?*

- The cooperation (or lack thereof) of the Federal Government (specifically the National Park Service, GSA, Secret Service, etc.). By restricting access to desirable film locations (the National Mall, Capitol, Federal Buildings, etc.) and complicating the permitting process, the Federal Government continues to be a challenge to the overall film experience in DC.

#### *How did the agency's actions affect this indicator?*

- The total number of temporary jobs generated in the motion picture and television industry was up nearly 25% in FY2009 from the previous year. By continuing to make it more attractive to film in the District, MPTD attracted more projects (and longer stays by many of those projects), creating additional temporary job opportunities.

#### *What external factors influenced this indicator?*

- N/A



## Key Performance Indicators – Details

### Performance Assessment Key:

● Fully achieved    
 ● Partially achieved    
 ● Not achieved    
 ● Data not reported

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
●	1.1 Percent of filmmakers that rank the overall film experience in DC as satisfactory or most satisfactory	89	85	100%	117.65%	MOTION PICTURE & TV DEVELOP, OFFICE OF
●	1.2 Number of productions filmed in the District	309	300	326	108.67%	MOTION PICTURE & TV DEVELOP, OFFICE OF
●	1.3 Percent of all forms of contact/outreach made that result in better position for the District/result in actual filming.	30	30	74.94%	249.81%	MOTION PICTURE & TV DEVELOP, OFFICE OF
●	2.1 Number of temporary job and training opportunities in the motion picture and television industry.	1903	2100	2600	123.81%	MOTION PICTURE & TV DEVELOP, OFFICE OF