



Office of Motion Picture Television Development MPTD (TK)

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.

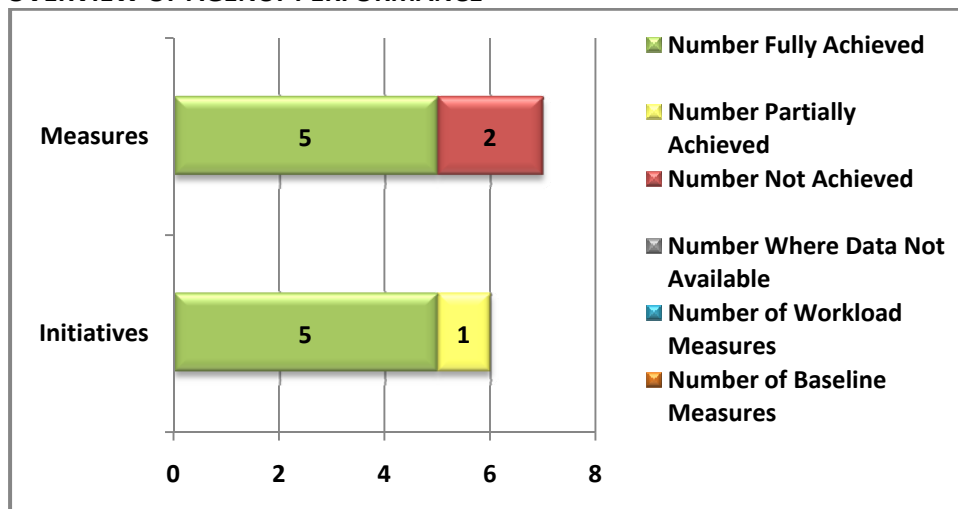
SUMMARY OF SERVICES

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 city, working to ensure that affected residents, businesses and city agencies are aware of film activity in the community. MPTD works to mitigate any negative impact of such film activity, while developing access for residents and businesses to take advantage of the positive opportunities filmmaking presents.

ACCOMPLISHMENTS

- ✓ Completed integration of film permitting into in-house MPTD ‘one-stop-shop,’ and implemented new film permit fee schedule.
- ✓ Conducted first in series of Production Assistant Training Seminars (PATS) and launched DC Film/NBC-Universal Workforce Development Training Program for District residents.
- ✓ Attracted several major television productions to the District, including for the first time, full seasons of reality television shows including, ‘Top Chef,’ ‘The Real World,’ and ‘The Real Housewives’.

OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

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: Make it easier, faster, and more efficient to create motion picture and television productions in the District of Columbia.**
In an effort to improve the overall process of doing business in the District, MPTD further streamlined permitting processes in FY2010, creating a true one-stop-shop for filmmaking in the District. MPTD began issuing film permits directly in FY2010 and continues to improve inter-agency coordination and communication for all elements of the production process. This includes coordination of parking restrictions and road closures (DDOT), public space permits (DCRA), public safety and security (MPD), federal law enforcement coordination (HSEMA), community relations and communications (MOCRS), and others.
- **INITIATIVE 1.2: Promote the District as a venue of choice, both in the United States and internationally, for motion picture and television production and exhibition.**
MPTD employed various tools, partnerships and promotions to market the District as a venue of choice for filmmaking in FY2010. MPTD launched a new website and engaged social media tools to create a buzz around film and video production in the District. MPTD created a new locations gallery tool on the website to provide virtual access to District neighborhoods and landmarks to filmmakers scouting for locations to produce their various projects. MPTD attended industry trade shows and events to create high visibility around the District and to further position the city as a “film-friendly” jurisdiction for motion picture and television production. MPTD published and distributed the Washington, DC Production Resource Guide, both in print and electronically.

OBJECTIVE 2: CREATE EMPLOYMENT AND BUSINESS OPPORTUNITIES IN MOTION PICTURE AND TELEVISION PRODUCTION, WHILE DEVELOPING THE INFRASTRUCTURE TO SUPPORT THE FUTURE 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.

- MPTD has created strategic partnerships with local and national industry organizations, universities, and businesses to further develop the infrastructure to support the growing film industry in the District. These partnerships have allowed MPTD to offer training programs to expand the base of qualified production crew and provide opportunities for District residents. In FY 2010, MPTD offered the first Production Assistant Training Seminar (PATS) program in the District and in FY2011 will launch the Film DC/NBC-Universal industry workforce training and mentoring program.



- **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 completed the 2010 Washington DC Production Resource Guide, including a directory of local businesses that service the film industry. MPTD offered free listings in the Directory to District based businesses and included information about DSLBD and the CBE program. MPTD launched an enhanced locations gallery tool on the agency's new website which will allow District businesses including hotels, restaurants, retail, commercial, and other business entities throughout the city to be highlighted as film-friendly venues.

OBJECTIVE 3: EXPAND COMMUNITY OUTREACH AND ENHANCE CONSTITUENT COMMUNICATION.

- **INITIATIVE 3.1: Improve communication with residents, businesses, ANC, and neighborhood organizations.**

MPTD proactively engaged the community to alert residents, businesses and visitors of film activity taking place in neighborhoods. MPTD also partnered with the Mayor's Office of Community Relations and Services (MOCRS), Advisory Neighborhood Commissions, Business Improvement Districts, and government agencies such as DDOT and HSEMA to increase communication efforts. MPTD also launched social media tools such as twitter and facebook to share additional information with the community.

- **INITIATIVE 3.2: Educate community about economic and cultural benefits of filmmaking in the District.**

MPTD participated in various community events and activities throughout the year to help educate the community about the economic and cultural benefits of filmmaking in the District.



Key Performance Indicators – Details

Performance Assessment Key:

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

	Measure	FY2009 YE Actual	FY2010 YE Target	FY2010 YE Actual	FY2010 YE Rating	Budget Program
●	1.1 Productions filmed in the District	326	310	320	103.23%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.2 Motion picture and television industry spending in the District	\$26,250,000	\$20,000,000	\$12,490,966	62.45%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.3 Filmmakers that rank the overall film experience in DC as satisfactory or very satisfactory	100%	90%	90%	100%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.4 Industry events or activities attended and/or participated in to market the District as a production venue (at least 1 per quarter)	0	4	5	125%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.5 Contacts made (in person or over the phone) with location filmmaking decision-makers to promote the District as a production venue	0	50	50	100%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	2.1 Temporary job and training opportunities in	2,600	2,100	2767	128.42%	OFFICE OF MOTION PICTURE & TV



	the motion picture and television industry					DEVELOP
● 2.2	Events/activities facilitated by MPTD aimed at connecting District residents with job and training opportunities (1 per month)	0	12	7	58.33%	OFFICE OF MOTION PICTURE & TV DEVELOP