



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

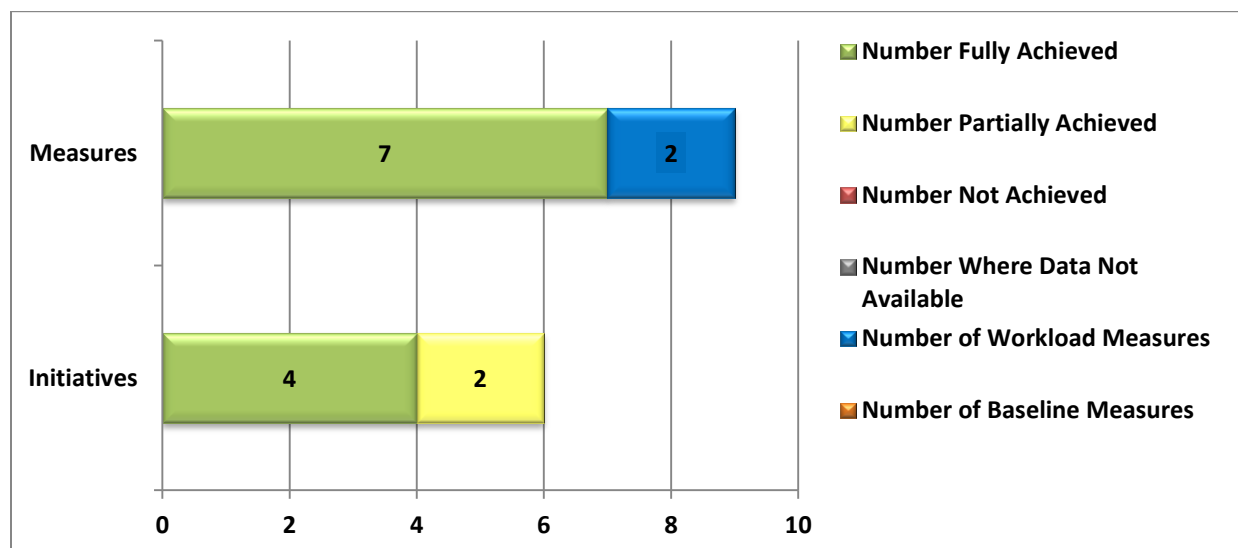
In addition to attracting major motion pictures and television programming to shoot in the District, MPTD serves as a one stop shop to the film and television industry. The office works closely with productions to provide the following free assistance: film and parking permitting; production support and logistics; research and technical assistance; location scouting, community relations, coordination assistance with film festivals, screenings, and other special events; and hotel, restaurant, and transportation assistance. The most valuable service MPTD provides is assisting the production companies with navigating the unique and intricate process of securing approval for government services and buildings for location needs. MPTD has a close working relationship with government officials and community leaders, which makes for an efficient process in getting production companies the types of services and locations they need with a minimum amount of red tape.

ACCOMPLISHMENTS

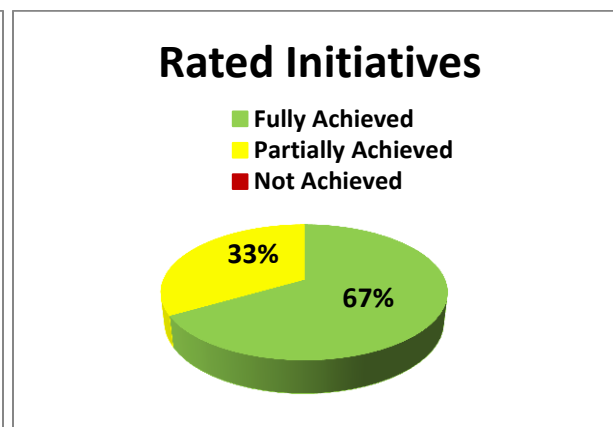
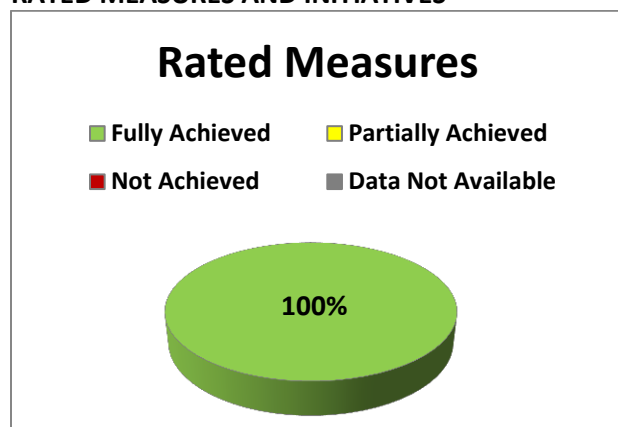
- ✓ In FY12 MPTD nearly doubled the number of DC residents hired by the film and TV industry in FY11
- ✓ Helped to double the revenue generated by the film and TV industry in DC from FY10
- ✓ Assisted in the agreement to allow filming in Union Square.



OVERALL OF AGENCY PERFORMANCE



RATED MEASURES AND INITIATIVES






Note: Workload and Baseline Measurements are not included

| Default KPI Rating: | |
|---------------------|--------------------|
| $\geq 100\%$ | Fully Achieved |
| 75 - 99.99% | Partially Achieved |
| $< 75\%$ | Not Achieved |



Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Agency Management

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: Schedule series of meetings with key high-ranking officials in the Federal government to encourage better access to popular District landmarks.

- **Fully achieved (100%)** MPTD held and participated in several meetings that resulted in the National Park Service and the Architect of the Capitol coming to an agreement with the District government to allow filming in Union Square on the Capitol grounds. Crystal Palmer, 202-727-6608

INITIATIVE 1.2: Promote the District as a venue of choice for motion picture and television production and exhibition.

- **Fully Achieved (100%)**- MPTD successfully promoted the District as a choice venue for film production this fiscal year through an integrated earned media and paid media/advertising campaign that contributed to an increase in productions and revenue generated. MPTD rolled out a comprehensive advertising campaign targeting a combination of industry and trade publications with the focus on two in particular, The Hollywood Reporter and the Director’s Guild and Producer’s Guild magazines that reach our three biggest decision maker groups: Directors, Producers, and Location Managers. During this time, we also launched a monthly newsletter, reaching key local and national filmmaker audiences and media. In addition, a podcast featuring professionals and experts in the film, television and other related industries was launched in the last quarter. Social media engagement has also increased rapidly, surpassing our goal of 1,000 Facebook followers and 4500 Twitter followers by 9/30/12. MPTD also participated and made key contacts at the annual Locations trade show, the premiere conference for film commissions, and the E3 Gaming Expo, the premiere conference for video gaming. In addition, the Reel Scout program has successfully come online and has become a valuable internal resource. Lastly, MPTD successfully participated in the launch of the new regional Production Resource Guide. Crystal Palmer/Leslie Green, 202-727-6608

OBJECTIVE 2: Create employment and business opportunities in motion picture and TV production, while developing a qualified and skilled workforce 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.

- **Partially achieved (75%)** MPTD has successfully completed the Workforce Development Program plan; however funding sources have not yet been identified. Funding sources are currently being reviewed and it is our goal to have a funding source identified by 12/31/12.



INITIATIVE 2.2: Provide opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process.

- **Partially achieved (75%)** MPTD was unable to secure meetings with DSLBD, the DC Chamber of Commerce and other business related entities but we have been diligent in encouraging all productions to use DC businesses.

INITIATIVE 2.3: Promote use of District-owned property by the film industry.

- **Full achieved (100%)** MPTD has strongly encouraged filmmakers to use buildings and vacant land under District government control. Crystal Palmer, 202-727-6608

OBJECTIVE 3: Expand community outreach and enhance constituent communication.

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

- **Full achieved (100%)** MPTD greatly improved communication to residents and businesses through daily updates to production alerts Twitter messaging and letters to residents and businesses alerting them to film productions taking place in neighborhoods. Crystal Palmer/Leslie Green, 202-727-6608.



Key Performance Indicators – Details

Performance Assessment Key:

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

| | KPI | Measure Name | FY 2011 YE Actual | FY 2012 YE Target | FY 2012 YE Revised Target | FY 2012 YE Actual | FY 2012 YE Rating | Budget Program |
|---|-----|--|-------------------------|-------------------------|------------------------------------|-------------------------|-------------------------|---------------------------------------|
| ● | 1.1 | Film and Video Projects Produced in the District | 250 | 320 | | 320 | 100% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 1.2 | Motion Picture and Television and Industry Spending in the District | \$ 20,542,304.41 | \$ 20,000,000.00 | | \$22,258,132.26 | 111.29% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 1.3 | Filmmakers that Rank the Overall Film Experience in the District as "Satisfactory" or "Very Satisfactory" | 99 | 90 | | 99.25% | 110.28% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 1.4 | Industry Events or Activities Attended and/or Participated in to Market the District | 19 | 4 | | 13 | 325% | 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 | 100 | 70 | | 396 | 565.71% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 1.6 | Total Number of Film Permits issued | 403 | | | 418 | | OFFICE OF MOTION PICTURE & TV DEVELOP |



| | KPI | Measure Name | FY 2011 YE Actual | FY 2012 YE Target | FY 2012 YE Revised Target | FY 2012 YE Actual | FY 2012 YE Rating | Budget Program |
|---|-----|--|-------------------------|-------------------------|------------------------------------|----------------------|-------------------------|---------------------------------------|
| ● | 1.7 | Total number of film permit fees collected | \$83940 | | | \$103,300 | | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 2.1 | Temporary Job and Training Opportunities in the Motion Picture and Television Industry | 3854 | 2250 | | 6426 | 285.60% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 2.2 | Events/activities aimed at connecting District residents with job and training opportunities | 5 | 5 | | 5 | 100% | OFFICE OF MOTION PICTURE & TV DEVELOP |