



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.

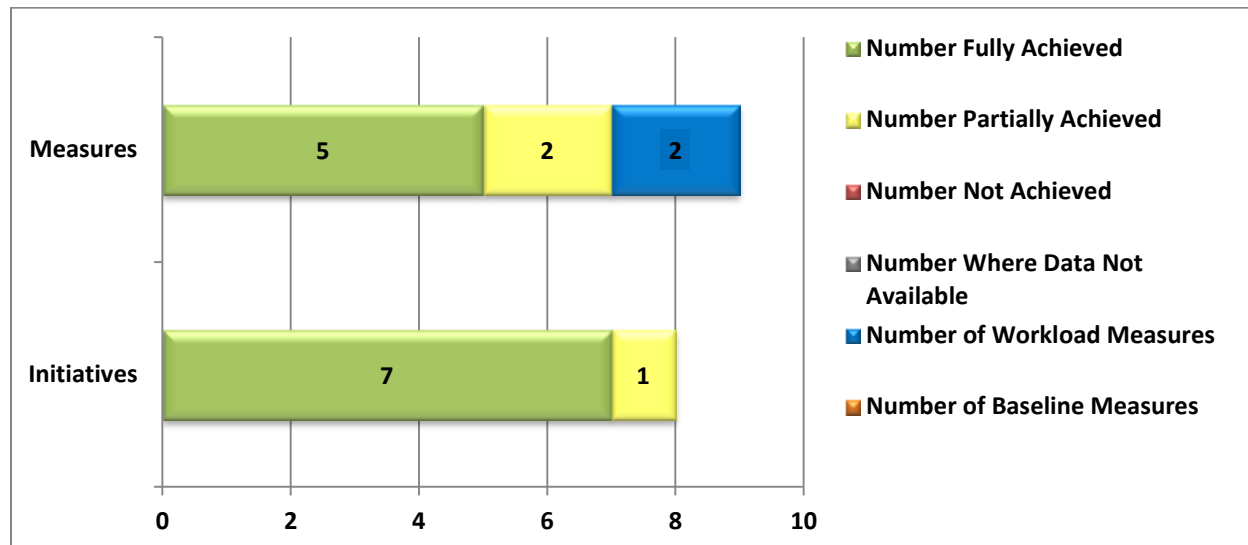
ACCOMPLISHMENTS

- ✓ Film & TV production generated close to \$20 million in revenue
- ✓ More than 3400 temporary jobs for DC residents were created by the industry
- ✓ MPTD exit surveys reveal 100% of filmmakers rank the film experience in DC as very satisfactory or better

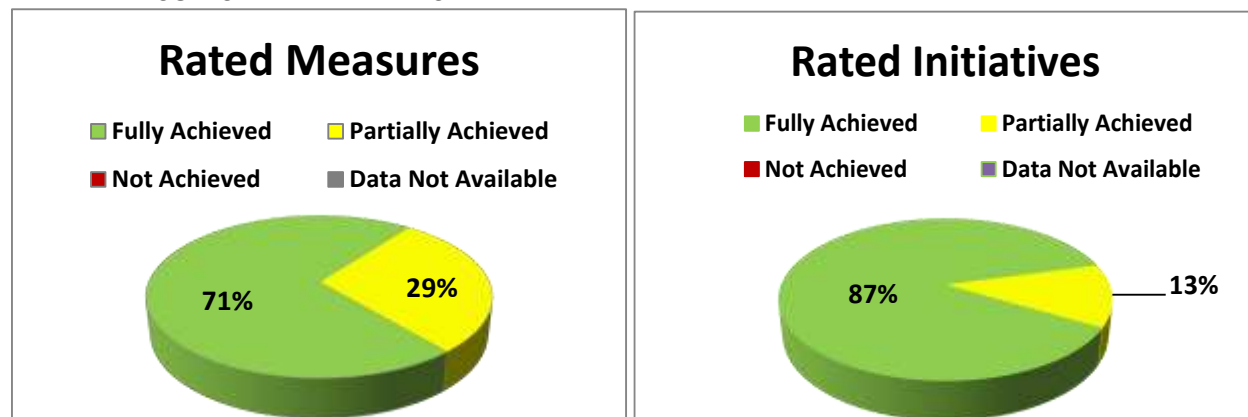


OVERVIEW AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
≥ 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: Streamline process of filming on venues that fall under the Federal Government.

- **Fully achieved (100%)** MPTD held and participated in several meetings that fostered continued coordination between the National Park Service, the US Capitol Police and the Architect of the Capitol.

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 a high volume of productions and jobs created as compared with previous years. MPTD continued the comprehensive advertising campaign from the previous year 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 continued our successful newsletter campaign, 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 grew increasingly popular over this fiscal year. Social media engagement has also increased rapidly, surpassing our goal of 1,500 Facebook followers and 6000 Twitter followers by 9/30/13.

INITIATIVE 1.3: Examine financial incentives and determine the best incentive package for the District based on today’s competitive environment.

- **Fully achieved (100%)** The District successfully conducted a feasibility study to determine the best way for the city to attract production in today's competitive environment. The study was released at the end of September and MPTD is currently working with DMPED to determine how best to distribute the newly allocated funds in the Film DC Incentive Fund.

INITIATIVE 1.4: Explore the video gaming industry as a potential revenue generating source and work to leverage the District’s creative talent and resources to attract digital media to the nation’s capital.

- **Fully achieved (100%)** MPTD continued to make key contacts within the video gaming industry in FY2013. In addition, the Reel Scout program was successfully launched along with the new mobile feature. Crystal Palmer, Director, 202-727-6608



OBJECTIVE 2: Create employment and business opportunities in motion picture and television production in the District.

INITIATIVE 2.1: Develop a qualified and skilled workforce to support the growth of the film industry in 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 09/30/14. Herbert Niles, senior advisor for Business Development & Strategic Partnerships, 202-727-6608

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

- **Fully achieved (100%)** MPTD joined Destination DC and the DC Chamber of Commerce and had a successful meeting with the Washington, DC Economic Partnership. MPTD also continued its efforts to encourage all productions to use DC businesses through the launch of the new Reel Crew platform and the Production Resource Guide.

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

- **Fully 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.

- **Fully 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 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
	1.1	Film and Video Projects Produced in the District	320	340		304	89.41%	OFFICE OF MOTION PICTURE & TV DEVELOP
	1.2	Motion Picture and Television and Industry Spending in the District	\$22,258,132.3	\$20,000,000		\$19,947,272.4	99.74%%	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		100%	111.11%	OFFICE OF MOTION PICTURE & TV DEVELOP
	1.4	Industry Events or Activities Attended and/or Participated in to Market the District	12	4		8	200%	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	396	80		113	141.25%	OFFICE OF MOTION PICTURE & TV DEVELOP
	1.6	Total Number of Film Permits issued	444	Target Not Required		435	Workload Measure Not Rated	OFFICE OF MOTION PICTURE & TV DEVELOP
	1.7	Total Number of Film Permit Fees Collected	\$103,000	Target Not Required		\$98,390	Workload Measure Not Rated	OFFICE OF MOTION PICTURE & TV DEVELOP
	2.1	Temporary Job and Training Opportunities in the Motion Picture and Television Industry	4,236	2,300		3859	167.78%	OFFICE OF MOTION PICTURE & TV DEVELOP
	2.2	Events/activities aimed at connecting District residents with job and training opportunities	5	5		6	120%	OFFICE OF MOTION PICTURE & TV DEVELOP