



Office of Motion Picture Television Development MPTD (TKO)

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.

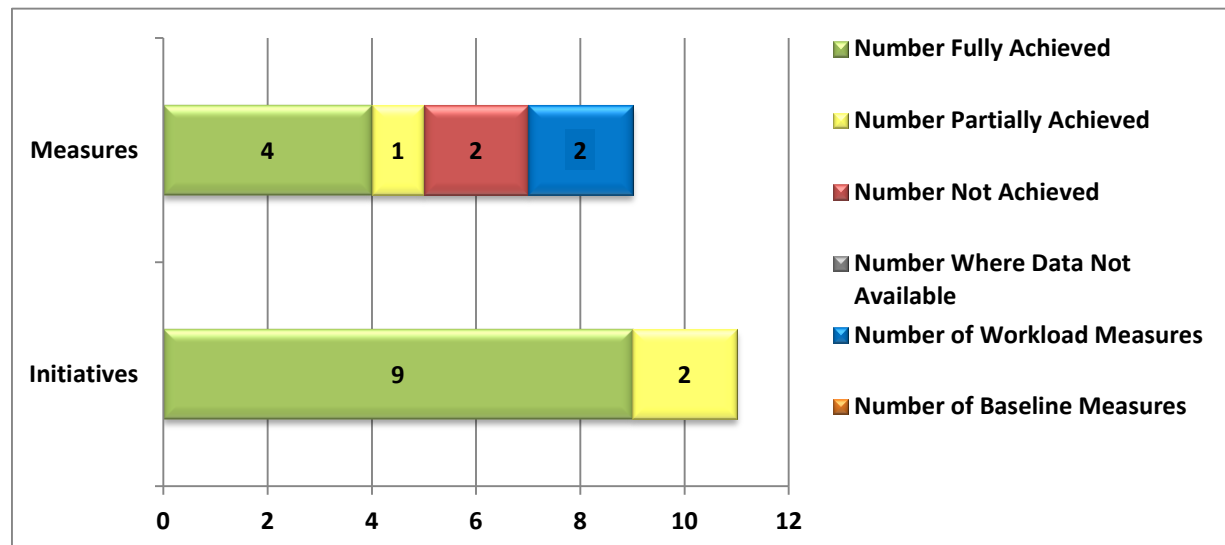
ACCOMPLISHMENTS

- ✓ Attracted Pigmental, major animation studio to establish HQ in DC Brokered workforce development
- ✓ Entertainment initiative between Pigmental
- ✓ China's CCTV Boosted interagency coordination for big spend projects Red Bull Commercial & Bill Maher Show.

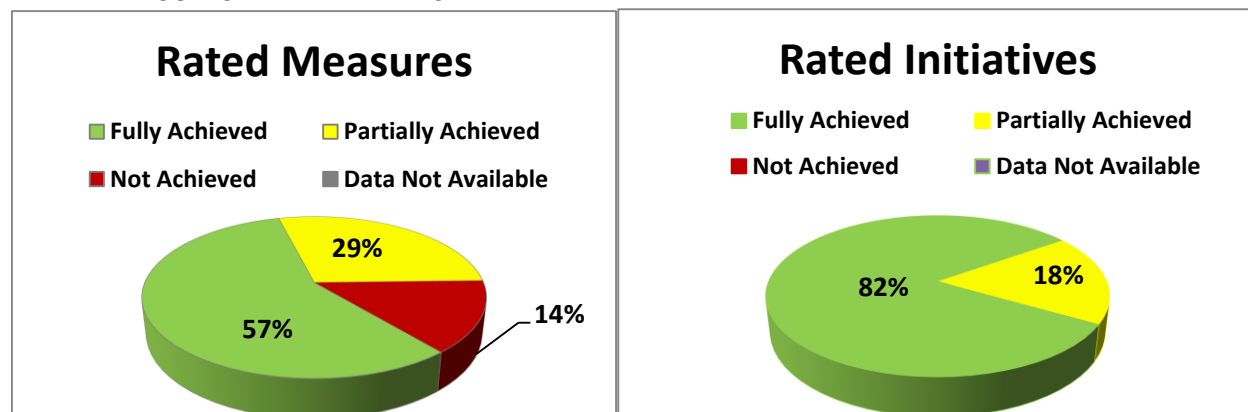


OVERVIEW AGENCY PERFORMANCE

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

INITIATIVE 1.1: Design, establish, and implement a media industry incentive program that will distribute \$4 million allocated to the Film DC Incentive Fund for FY2014.


-  **Partially Achieved:** This initiative is still ongoing and will not be determined until the new administration comes into office.

INITIATIVE 1.2: Support, develop, and grow a skilled, marketable creative entertainment and emerging media economy workforce in the District through strategic partnerships and workforce development programs.


-  **Partially Achieved:** Our agency brought on new leadership mid-term and this initiative was suspended during that time. Other workforce development initiatives are being developed under the new leadership.

OBJECTIVE 2: Expand the overall level of media content production support services in the District of Columbia.


INITIATIVE 2.1: Work with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations.

-  **Fully Achieved:** MPTD has reached out to these agencies and has developed a system to refer the facilities and buildings of these agencies for film projects.

INITIATIVE 2.2: Create incentives that would encourage more production support businesses to establish themselves in the District of Columbia.

-  **Full Achieved:** MPTD has already secured a lighting company to relocate to the District, which is the first of many such companies to do so and contribute to the growing infrastructure for film and television production.

INITIATIVE 2.3: Facilitate content creator access to production locations falling under Federal Government jurisdiction.

-  **Fully Achieved:** Our new director held meetings with all of these agencies and is in the process of developing a more streamlined system between all agencies to be developed in the next fiscal year.



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.

Fully Achieved (100%) MPTD successfully promoted the District as a choice venue for film production this fiscal year through an integrated earned media and social media campaign that contributed to a high level of interest from new projects wanting to film here. 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 1750 Facebook followers and 7000 Twitter followers by 9/30/14.

INITIATIVE 3.2: Promote use of District-owned property by the film industry.

- Full Achieved (100%): MPTD has continued its popular Location of the Month Initiative and beefed up its location offerings in Reel Scout. As a result, MPTD has received a bump in requests for location of the month properties over the last fiscal year.

INITIATIVE 3.3: Promote MPTD's Reel-Scout Location and Production Crew management mobile device application.

- **Fully Achieved:** MPTD successfully rolled out the launch of the mobile application and was able to promote on the web site, social media platform, tradeshow and industry events, and via our informational kits.

INITIATIVE 3.4: Participate in the publication and distribution of the 2014 Mid-Atlantic Production Resource Guide.

- Fully Achieved (100%): MPTD participated in the 2014 Mid-Atlantic Production Resource Guide again this year and successfully distributed the resource guide at industry events.

OBJECTIVE 4: Expand community outreach and enhance constituent communication.

INITIATIVE 4.1: Improve local media industry engagement.

- **Fully Achieved (100%):** Interim Director Herbert Niles and new director Pierre Bagley have held a number of successful events with industry stakeholders and has since felt an overwhelming sense of support from the stakeholder community and have developed new relationships as a result of that outreach.

INITIATIVE 4.2: Continue to notify DC residents, businesses, neighborhood organizations, ANCs, and City Council constituent service representatives when production activity approved by MPTD might impact them.

- **Fully Achieved:** MPTD continues to provide a high level of communication services providing up to date information regarding productions that are filming each week. As a result, we have received many fewer complains about residents and businesses not being aware of productions filming in their jurisdictions.



Key Performance Indicators – Details

Performance Assessment Key:

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

| | KPI | Measure Name | FY 2013 YE Actual | FY 2014 YE Target | FY 2014 YE Revised Target | FY 2014 YE Actual | FY 2014 YE Rating | Budget Program | |
|--|-----|--------------|--|-------------------------|------------------------------------|-------------------------|-------------------------|----------------------------------|--|
| | ● | 1.1 | Film and Video Projects Produced in the District | 304 | 320 | | 280 | 87.50% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| | ● | 1.2 | Motion Picture and Television and Industry Spending in the District | \$19,947,272 | \$20,000,000 | | \$9,051,915 | 45.26% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| | ● | 1.3 | Content creators that Rank the Overall Film Experience in the District as "Satisfactory" or "Very Satisfactory" | 100 | 99 | | 99.19% | 100.20% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| | ● | 1.4 | Industry Events or Activities Attended and/or Participated in to Market the District | 7 | 4 | | 41 | 1025% | 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 | 113 | 80 | | 532 | 665% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| | ● | 1.6 | Total Number of Film Permits issued | 435 | Not Applicable | | 367 | Workload Measure Not Rated | OFFICE OF MOTION PICTURE & TV DEVELOP |
| | ● | 1.7 | Total Number of Film Permit Fees Collected | 98,390 | Not Applicable | | \$74,600 | Workload Measure Not Rated | OFFICE OF MOTION PICTURE & TV DEVELOP |



| | KPI | Measure Name | FY 2013 YE Actual | FY 2014 YE Target | FY 2014 YE Revised Target | FY 2014 YE Actual | FY 2014 YE Rating | Budget Program |
|---|-----|--|-------------------------|-------------------------|------------------------------------|-------------------------|-------------------------|---------------------------------------|
| ● | 2.1 | Temporary Job and Training Opportunities in the Motion Picture and Television Industry | 3,859 | 3,000 | | 1,933 | 64.43% | OFFICE OF MOTION PICTURE & TV DEVELOP |
| ● | 2.2 | Events/activities aimed at connecting District residents with job and training opportunities | 5 | 4 | | 22 | 550% | OFFICE OF MOTION PICTURE & TV DEVELOP |