



Office of Motion Picture and Television Development MPTD (TK)

MISSION

The mission of the Office of Motion Picture and Television Development (MPTD) is to initiate and implement 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 and Community Relations, E-Photo and E-Clip Delivery, Special Events Planning, Concierge Service, Hotel, Restaurant and Transportation Assistance.

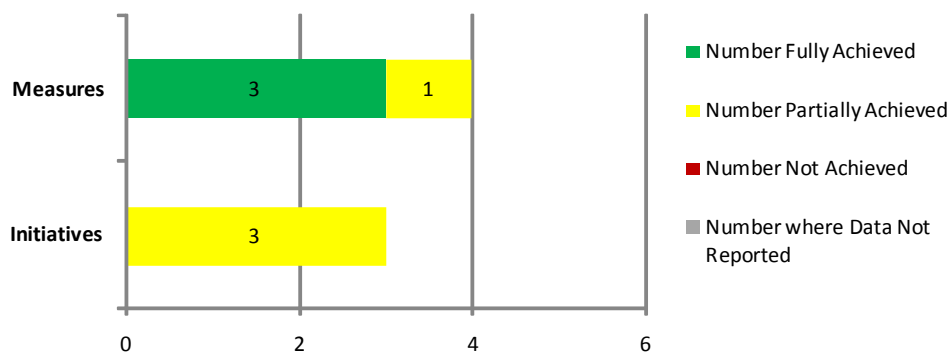
AGENCY OBJECTIVES

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

ACCOMPLISHMENTS

- ✓ Feature Film “State of Play” shot in the District for six weeks – taking advantage of *Film DC Economic Incentive Grant Fund*. As a direct result of the incentive, the producers increased the numbers of shooting days originally planned in the District resulting in increased revenues for local vendors and increased days of employment for local DC residents. Universal Pictures “State of Play” will open nationwide on April 17, 2009.
- ✓ The First Annual BET Honors Awards was held at the Warner Theater on Saturday, January 12, 2008. The District was selected over several other cities. The show was such a success that BET is returning to the District Saturday, January 17, 2009 for the Second Annual BET Honor Awards.

OVERVIEW OF AGENCY PERFORMANCE






Performance Initiatives – Assessment Details


Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: Expand the overall level of motion picture and television production activity in the District.

-  **INITIATIVE 1.1: Marketing and Promotion – 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.**

Collaborate and partner with trade organizations in the District that work to brand the City as a hospitality destination for various industries with the goal of recruiting more filmmakers to choose DC as a film destination. Met with representatives from Hotel, Restaurant and Hospitality industries to better coordinate marketing and promotional materials.


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

Create photo archives/till images on locations that can serve as DC doubles; identify local neighborhood locations that could be cost saving to production while serving as a benefit to a local neighborhood/business.

OBJECTIVE 2: Provide employment and training opportunities in the motion picture and television industry.

No Initiatives associated with this Objective during FY08.

OBJECTIVE 3: Provide opportunities for local businesses to become involved in the motion picture and television production process.

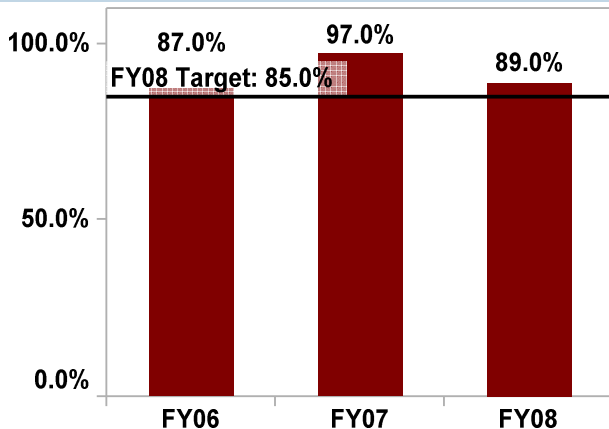
-  **INITIATIVE 3.1: Community Outreach – Inform residents, businesses, Advisory Neighborhood Commissioners and other community organizations in advance of any film activity taking place in their area.**

Worked with various ANCs and Councilmember offices to properly inform and communicate with residents during film productions to provide them proper written and verbal notification (street closures, parking, etc.) as well as additional details that may otherwise be inconvenient to residents/neighborhoods.



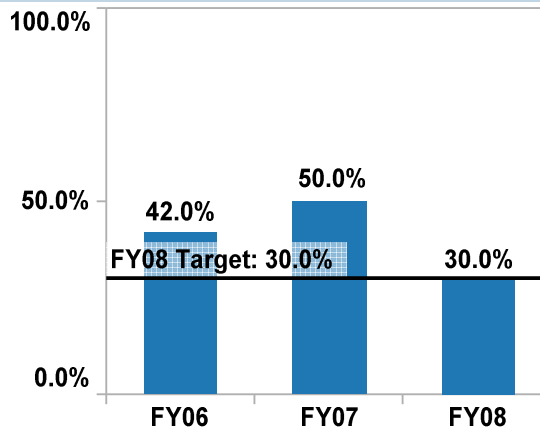
Key Performance Indicators – Highlights

% of Filmmakers Rank Overall Exp in DC As Satisfactory or Most Satisfactory




FULLY ACHIEVED


From Objective 1: % of All Forms of Contact Result In Actual Projects




FULLY ACHIEVED


More About These Indicators:

How did the agency's actions affect this indicator?

- Number is based on both face-to-face feedback, fielding calls, complaints and requests as well as specific post production survey conducted by agency to filmmaking community for feedback and overall production experience in DC.
- Percentage actual was affected by internal staffing (PIO left DC Government).

What external factors influenced this indicator?

- Not applicable.

How did the agency's actions affect this indicator?

- Went to Location Expo Trade Show (Santa Monica, CA) in April and as a direct result we got the Hallmark Hall of Fame movie "Loving Leah" to shoot in the city. They shot in the District for five days. The made for television movie will air on CBS on January 25, 2009.
- Direct result of FY08 30% percentage target being achieved.

What external factors influenced this indicator?

- Not applicable.



Key Performance Indicators – Details

Performance Assessment Key:

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

	FY06 Actual	FY07 Actual	FY08 Target	FY08 Actual	FY09 Projection
● % of filmmakers that rank the overall film experience in DC as satisfactory or most satisfactory. .87%	.87%	97%	85%	89%	85%
OBJECTIVE 1: Expand the overall level of motion picture and television production activity in the District.					
● # of productions filmed in the District 355	355	319	300	309	300
● % of all forms of contact (trade shows, presentations, direct mail campaign, e-photo delivery, etc.) that result in an actual project 42%	.42%	50%	30%	30%	30%
OBJECTIVE 2: Provide employment and training opportunities in the motion picture and television industry.					
● # of temporary job and training opportunities in the motion picture and television industry 2,127	2,127	2,863	2,100	1,903	2,100
OBJECTIVE 3: Provide opportunities for local businesses to become involved in the motion picture and television production process.					
<i>None applicable to this objective.</i>					