

## FILM DEVELOPMENT MARKETING FUND St. Petersburg-Clearwater Film Commission

The St. Pete/Clearwater Film Commission launched its film development marketing fund three years ago. This unique program allows Pinellas County to promote itself through feature films shot on location in the county. The goal is to attract more filmmakers to shoot films here, and consequently attract more visitors of all types.

This one-of-a-kind local incentive program pays an agreed-upon amount to qualifying production companies in return for specific promotional commitments to the St. Petersburg-Clearwater, Florida, area. Grants range from \$10,000 to \$50,000 typically.

What the film commission does for the film project: Money, production support, film permits, production trouble-shooting, production guides, interns, volunteers.

What the film project does for Pinellas County: promote the St. Pete/Clearwater area as a destination for good-quality and financially viable indie film production. Factors to be considered include:

Portrayal of the destination,

References to the destination in the story,

Featuring natural attractions, landmarks or significant key locations,

Citing in the film's credits, as agreed between the film commission and film producers,

Appearances or testimonials from film or TV principals on behalf of the area,

Taped testimonials or discussion of the destination on the DVD by director, producers and/or talent,

Partnerships on joint public relations campaigns for film promotion,

Film premiere marketing and hosting opportunities.

The Film Development Marketing Fund goals are:

- Attract filmmakers to Pinellas County
- Increase the length of stay of filmmakers and out-of-town crews
- Increase the number of room nights occupied by crews
- Generate positive regional, national and international editorial coverage for the destination.

To apply, email to [jp@FloridasBeachFilm.com](mailto:jp@FloridasBeachFilm.com)

Past partnerships: The Weinstein Co. on premiere of “Grace is Gone,” starring John Cusack, and written & directed by James Strouse;  
produced by Plum Pictures

-“Misconceptions,” starring AJ Cook and Orlando Jones, directed and produced by Ron Satlof, Misconceptions LLC; a Regent Release;  
- “Burial at Sea”, produced by Robert Sterrett.

Updated: Feb. 20, 2009