



## FY 2015 Performance Accountability Report D.C. Office of Motion Picture and Television Development

### INTRODUCTION

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives' progress and key performance indicators (KPIs).

### MISSION

The Office of Motion Picture and Television Development (MPTD) implements, manages, and administrates programs, initiatives, and services that support media industry economic activity, growth, and employment in the District of Columbia.

### SUMMARY OF SERVICES

MPTD offers various services to local and out-of-state film, television, video, interactive, multimedia, and digital media content creators, including: production and parking permitting; location scouting; production support; and hotel, restaurant, transportation, and job placement assistance. MPTD engages the community to create a greater understanding of the media industry as a whole, the content/media-making process, and the professional skills required to become a marketable media industry professional. MPTD also serves as a liaison between the media industry and District residents, local government, local businesses, business development groups, and non-profits.

### OVERVIEW – AGENCY PERFORMANCE

The following section provides a summary of MPTD performance in FY 2015 by listing MPTD's top three accomplishments, and a summary of its progress achieving its initiatives and progress on key performance indicators.

### TOP THREE ACCOMPLISHMENTS

The top three accomplishments of MPTD in FY 2015 are as follows:

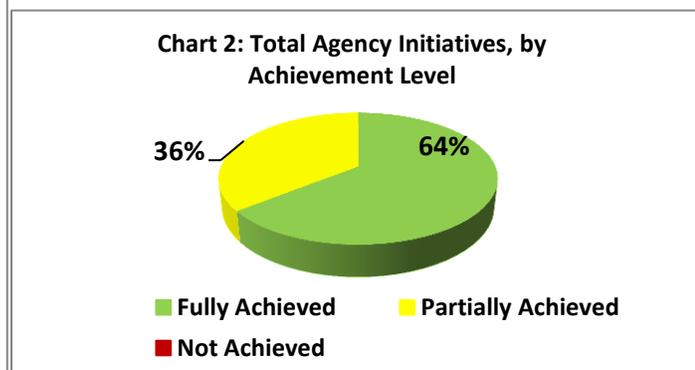
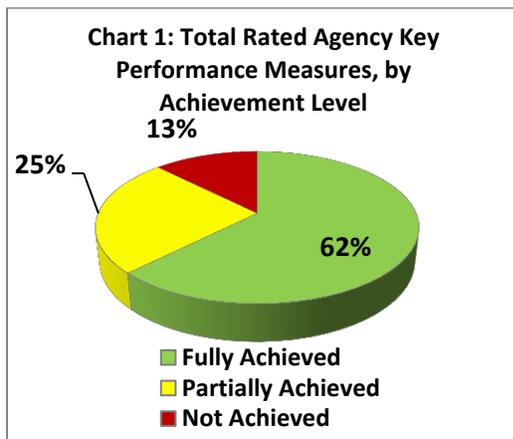
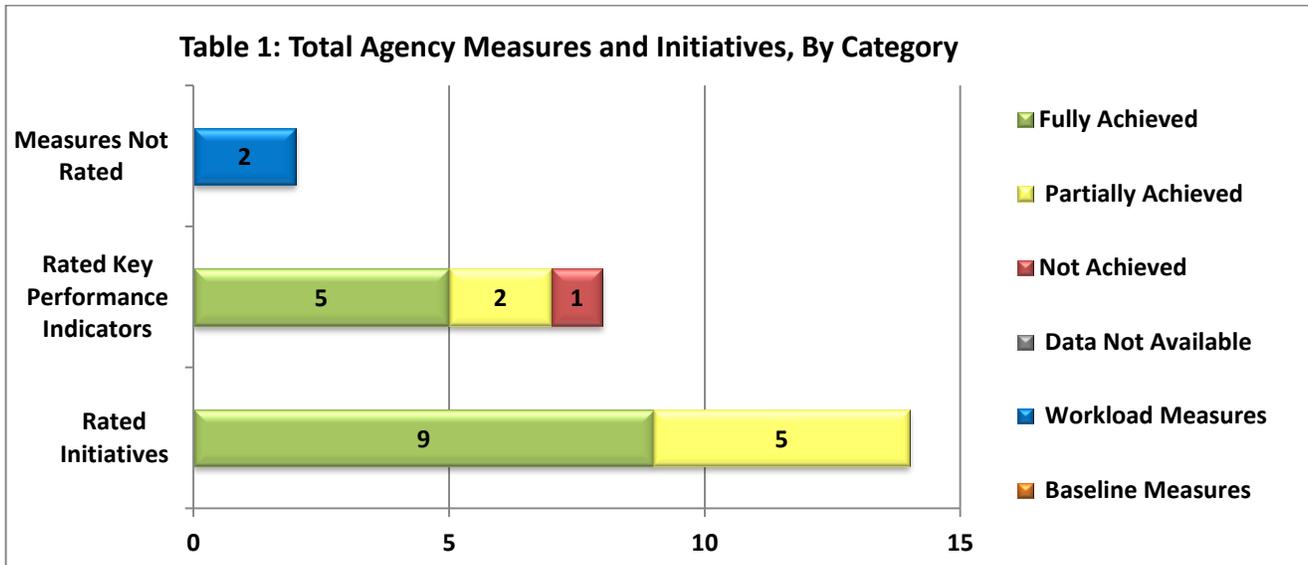
**MPTD Reactivates Film DC Economic Incentive Fund Program:** After five years of inactivity, MPTD reactivated the Film DC Economic Incentive Fund (D.C. Code § 39-501). The goal of the program is to promote greater economic activity derived from media production activity and infrastructure development in the District; create opportunities for District residents to have access to more creative economy jobs; and promote the District as a tourist destination.

**MPTD Launches Facility Management Agreement with BET Networks:** MPTD formalized a facilities management agreement with BET Networks granting MPTD the right to broker the use of BET Network's BET Networks Studio II Soundstage campus as a location for film and television media production and creative economy workforce training. Opening up the use of this 16,000 square foot soundstage and 3,000 square feet of related production office capacity offers the



District the opportunity to activate media production activity in the District and grow the creative economy.

**MPTD Executes Agency Merger with OCT:** The Office of Motion Picture and Television Development (MPTD) working in concert with the Office of Cable Television (OCT) successfully executed the merging of the two agencies into the Office of Cable Television, Film, Music and Entertainment (OCTFME). This merger was affected to create greater efficiency, synergies and leverage the resources of the two agencies to better serve District residents and support the local creative economy.



**Default KPI Rating:**

$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



“In FY 2015, MPTD fully achieved almost three quarters of both its initiatives and its rated key performance measures. **Table 1** provides a breakdown of the total number of performance metrics MPTD uses, including key performance indicators and workload measures, initiatives, and whether or not some of those items were achieved, partially achieved or not achieved. **Chart 1** displays the overall progress is being made on achieving MPTD objectives, as measured by their rated key performance indicators. Please note that chart 2 contains only rated performance measures. Rated performance measures do not include measures where data is not available, workload measures or baseline measures. **Chart 2** display the overall progress MPTD made on completing its initiatives, by level of achievement.

## PERFORMANCE INITIATIVES – ASSESSMENT DETAILS

### Office of the Director

**OBJECTIVE 1: Maximize and support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia’s media industry.**

**INITIATIVE 1.1: Update, implement and administrate a media industry incentive program that will distribute the funding allocated to the Film DC Incentive Fund for FY2015.**

The Film DC Economic Incentive Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. MPTD will address confusing and contradictory language by drafting and submitting new rulemaking language that conforms to the current Film DC Economic Incentive Law (D.C. Code § 39-501). MPTD also will make a recommendation for formal changes to the current incentive law language that would make the current law clear, consistent, and enforceable.

MPTD will then implement and administrate a comprehensive media industry incentive program in consultation with government partners and film and media stakeholders. The program will support the creative entertainment industry and media production in the District of Columbia, and create job opportunities for District residents.

Note: The legislation was amended in 2011, but the “rules” were last updated in 2007. The incentive program cannot be administrated until rules are drafted and certified that conform to the current Film DC Economic Incentive law. **Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** On May 15, 2015 emergency rules were recorded in the District of Columbia Municipal Regulation governing the administration of the Film DC Economic Incentive Fund Program (1 DCMR § 3100).

**INITIATIVE 1.2: Develop the framework for a workforce development program that will train D.C. residents with skills required to become marketable media industry professionals.**



MPTD will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to design, implement, and administrate a media industry vocational training program. The program will target District youth and adult residents, making them proficient in specific, marketable media industry trade skills required to secure long term, career-track employment. The program will include a training module and an apprenticeship module, guaranteeing that graduates of the training program will transition into a tangible job opportunity. The program announcement will be contingent on identifying required funding and securing the necessary media industry employer partnerships agreements.

MPTD will continue to maintain existing and develop new partnerships with creative media industry employers, working professional content creators, local universities, non-profits, and trade organizations to inform the program curriculum and provide program training provider services and wraparound job placement services for the workforce training program. **Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** The framework for MPTD's Creative Economy Career Access Program (CECAP) has been fully developed working in conjunction with DOES and the program's training provider has been certified by the DC Apprenticeship Council.

**INITIATIVE 1.3: Identify, pursue and support sustainable opportunities for local infrastructure development.**

MPTD is currently investigating and vetting the feasibility and sustainability of the following in the District: pre-, production, and post-production house; virtual/digital studios, Internet-based media, media centers, vocational media training centers, incubators/creator spaces and production support vendor facilities (camera, lights, grip equipment rentals, etc.). MPTD will assess which potential infrastructure projects will best contribute to economic development in the local media economy. **Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** Formalizing the facilities management agreement with BET Networks that grants MPTD that right to access and negotiate the use of a 16,000 square foot soundstage and related production support infrastructure was the cornerstone FY15 achievement in MPTD's effort to provide local and out-of-state media makers the infrastructure capacity to activate and grow the local media production economy. In addition to this achievement MPTD has made efforts to identify creative spaces that can be used for media activity and by reactivating the Film DC Economic Incentive Fund Program, MPTD offers incentive rebate awards that specifically target "infrastructure development" in the district by offering a 25% rebate for qualified media industry infrastructure investments.

**INITIATIVE 1.4: Investigate MPTD establishing grant-making authority to support indigenous media production.**



MPTD will conduct a formal analysis of the efficacy of the agency obtaining grant-making authority, which would allow MPTD the ability to implement and execute a grant support program targeting media-related production and business activity in the District (similar to the authority DCCA has to support visual and performing arts activities). MPTD will draft propose legislation to authorize grant-making authority to MPTD. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Fully Achieved.** MPTD investigated establishing grant-making authority to support indigenous media production, but after an analysis of MPTD's resources and administrative capacity decided to activate its formal indigenous media production support through the Film DC Economic Incentive Fund and through its discretionary local fund budget resources set aside for stakeholder and community media project support.

**OBJECTIVE 2: Become the “go to” agency for all projects filming in DC.**

**INITIATIVE 2.1: MPTD will have comprehensive involvement in productions filming in the District of Columbia.**

MPTD will begin to take a more active role from start to finish in the permitting and production process of productions filming in the District. By having more of a hands-on approach to engaging productions from the beginning, MPTD believes it can have more of an impact on client satisfaction and ultimately increased production days. This new engagement strategy will include visiting the sets of productions and providing logistical support. **Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** MPTD has increased “hands on” approach to executing its strategy of comprehensive start to finish media production support. MPTD's strategy includes working more closely with stakeholders on securing locations, assisting in a liaison capacity with securing permits with federal agencies, and making sure they are able to execute their productions a seamless manner. MPTD's efforts in this area have included increased MPTD staff “set visits” and increased personal engagement with media producers to get actionable feedback on how MPTD customer service and production support for media makers can continue to improve.

**INITIATIVE 2.2: Streamline permitting and ease procedural and structural challenges to local production.**

The complexity of filming in the District can be turned into an opportunity to position MPTD as a singular “go to” agency for all projects filming in the nation's capital. The ultimate goal of MPTD is to provide true “one-stop” permitting and act as an inter-agency liaison when multi-jurisdictional or alternative agency permitting is required by a production filming in the District.



To implement this initiative, MPTD will begin fielding, coordinating, and tracking permit requests that require permitting through other film permitting jurisdictions such as the National Park Service (NPS), the U.S. Capitol Police, and the Supreme Court. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Partially Achieved.** MPTD's media production permitting and production support staff has streamlined the customer support and engagement with productions filming in the District. MPTD's permitting and production support staff also began an active and pro-active effort to engage both District government and Federal government partners with permitting authority in an effort to simplify the permitting and location access process for media producers. Customer feedback has been extremely positive in this area since MPTD began these inter-agency outreach efforts and MPTD is on a positive trajectory in this area. This initiative is listed as "partially achieved" because MPTD believes strongly that there can always be improvement in this area and will continue the efforts started in FY15 as an ongoing operational and administrative priority in FY16 and beyond. Given the time-sensitive nature of the media production process it is important that standard operating procedures as we partner with DCRA, DDOT and other federal agencies are put in to place and made operational going forward.

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

Schedule a series of meetings with key officials in the Federal Government to discuss policies processes, procedures, rules and regulations that would allow content creators more access to popular locations under federal jurisdiction, such as the National Mall, Union Square, Federal Triangle, the US Capitol, etc. MPTD will continue to coordinate with agencies that have federal permitting authority (NPS, U.S. Capitol Police, White House, etc.) to ensure the process is as smooth as possible for content creators requesting federal locations as sites for production activity. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Partially Achieved.** In FY15 MPTD began instituting more pro-active and formalized a working relationship with our federal agencies including the National Park Service, the Architect of the Capitol, and the General Services Administration to help facilitate stakeholder access to locations under federal jurisdiction. This working relationship includes a newly instituted monthly coordination meeting between MPTD and relevant federal agencies that has led to increased cooperation and increased access to locations under federal jurisdiction. This initiative is listed at "partially achieved" because the efforts to further improve the working relationship with MPTD's federal partners are needed and a the new working relationship established in FY15 needs to be maintained and built upon.

**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.**

MPTD will continue to build on its marketing and communications efforts to raise the visibility of the District as an emerging center for creative entertainment and digital media economic activity. MPTD will leverage various social media marketing tools such as Facebook, Twitter, and e-newsletter distribution to promote the District, as well as proactively engage with key industry decision makers at industry events, film festivals, conferences and local activities.

**Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** MPTD’s communications department has effectively utilized traditional and “new media” tools to promote the District of Columbia as a venue of choice for media production, business activity and infrastructure development. In addition to the use of traditional media release tools, MPTD has aggressively and creatively used social media (Facebook, Instagram, Vine, and Twitter) as well as its website platform to promote the District. MPTD’s “Location of the Month” program which identifies a unique and cinematic location to promote each month has been a successful initiative. MTPD also uses its “ReelScout” location database utility as a way to promote the district for media production by providing an online resource media producers and access and learn more about the media production options in the District. Media economy business activity and infrastructure development has been effectively promoted via the reactivation in FY15 of the Film DC Economic Incentive Fund Program. The reactivation of the program has renewed interest and demand in the District as a location for business activity and infrastructure development in the creative economy.

**INITIATIVE 3.2: Identify and assess District-owned property suitable for use by the film industry.**

MPTD will identify and assess District-owned properties that are suitable for use by the film industry by working with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations. Those agencies MPTD plans to contact for assessment include DGS, DCPS, DPR, among others.

**Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Partially Achieved.** In FY15 MPTD worked closely with DGS on identifying and gaining access to DC controlled and managed buildings and facilities that are suitable for film and an the efforts have resulted in several media producers using DC facilities in FY15. Additionally DGS and MPTD began work on solidifying a new “DC Film Location Agreement” and fee schedule that would formalize the process of securing municipal properties for media production activity. The initiative was listed as “partially achieved” because MPTD needs to continue its efforts and creating a searchable database of suitable properties and presenting that data in a way that is easy for the public to access and review. Additionally MPTD needs to continue its efforts to affect the same working partnership in this area achieved with DGS with DPR and DCPS. Those efforts are ongoing.



**INITIATIVE 3.3: Promote locations within all eight wards of the District.**

MPTD will use its web site, social media platforms, its Reel-Scout location support utility, and the *2015 Mid-Atlantic Production Resource Guide* to help promote and market local properties. MPTD also will continue its Location of the Month initiative, which features a new location each month from all eight wards of the city that are cinematically appealing. Additionally, MPTD will work with the DC Chamber of Commerce, Destination DC and the Department of Small and Local Business Development (DSLBD) to identify local businesses that could increase their revenues by offering up their sites to production activity. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Partially Achieved.** MPTD actively leveraged all of its traditional and new media platforms to promote locations in all 8 wards. As a part of MPTD’s “Location of the Month” strategy there is an imperative to identify locations that represent all wards and all quadrants of the district. This initiative is listed as “partially achieved” because MPTD still needs to devote more effort in the area of “working with the DC Chamber of Commerce, Destination DC, and DSLBD” and other District partners on even effective ways of marketing of District locations.

**INITIATIVE 3.4: Market MPTD’s Reel-Scout Location and Production Crew management mobile device application.**

MPTD will continue efforts to promote access to DC location information through a mobile device application (or “app”) managed and maintained by Reel-Scout. MPTD’s customized mobile application, DC Reel Crew, gives users access to location and crew list information via their mobile phones or tablets. DC Reel Crew allows content creators and other crew members to be featured on the app free of charge. MPTD was the first office in the Mid-Atlantic region to introduce this feature. MPTD will work with the Business Improvement Districts (BIDs), local business organizations (DSLBD, WDCEP and Events DC) and trade organizations (IATSE, Producer’s Guild, and Teamsters) to get their constituents, stakeholders, and members registered for the DC Reel Crew application. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Partially Achieved.** MPTD has effectively leveraged their online and mobile location and production crew utilities in FY15 and there has been great stakeholder response to this added feature. However, MPTD will continue to work on identifying and uploading even more District location on the ReelScout platform and work to identify and register even more District resident production crew on the ReelCrew application.

**INITIATIVE 3.5: Participate in the publication and distribution of the 2015 Mid-Atlantic Production Resource Guide.**

In FY2015, MPTD will contribute to the fourth edition of the Mid-Atlantic Production Resource Guide, a production resource and media professional directory used by content creators to



acquire crew and obtain the equipment and production services required for production activities. This comprehensive reference guide is the annually updated production guide of choice used by content producers from all over the country and around the world requiring contact information for production and crew talent services in the District of Columbia. The guide will be strategically distributed throughout the year at industry events, by direct mail, and will be available at MPTD's office. **Targeted completion date: December 30, 2014.**

- **Performance Assessment Key: Fully Achieved.** MPTD participated in the publication of the 2015 Mid-Atlantic Production Resource Guide and has renewed that relationship and will participate in the publication of the 2016 edition of the resource guide as well. This has proved to be an effective and popular resource for in-state and out-of-state media makers in their efforts to identify production support vendors and regional crew members in several specialized categories.

#### **OBJECTIVE 4: Expand community outreach and enhance constituent communication.**

##### **INITIATIVE 4.1: Improve local media industry engagement and support and promote talents of local media professionals.**

MPTD will proactively engage media industry employer partners, media industry professionals, and aspiring media industry professionals through a series of targeted outreach efforts. MPTD will continue sponsorship and co-hosting events with local filmmaking constituent groups and stakeholders such as Women in Film and Video, TIVA and DC Shorts.

MPTD also will continue to celebrate, nurture and support local filmmakers by continuing the Filmmaker of the Month initiative, create exposure opportunities like the Film DC Sizzle Reel, and host regular local filmmaker events with MPTD staff. **Targeted completion date: September 30, 2015.**

- **Performance Assessment Key: Fully Achieved.** MPTD executed an aggressive and pro-active strategy of engaging community constituents and stakeholders. MPTD officially sponsored over 15 local media events, film festivals, and conferences. Additionally MPTD senior staff participated in informational panels explaining the services MPTD offers to the community and informed the community of the film permitting process as well as how to access and secure locations for film and television production. MPTD worked closely with and officially sponsored the two largest media professional organizations in the District, and worked closely with them on their annual awards show and professional development conferences.

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

MPTD will continue its policy of "production alert notification" to District residents and businesses that could be impacted or inconvenienced by content production activities



permitted through MPTD by providing advanced notification of any production activity taking place in their neighborhoods and ensuring timely and accurate information is disseminated. MPTD will continue to utilize subscriber-based email alerts, Twitter messaging, the “production alerts” section on our web site, and other communication platforms to inform residents of potential traffic, parking, or other restrictions, and convey the overall scope of work and community impact of various film projects.

**Targeted completion date: September 30, 2015**

- **Performance Assessment Key: Fully Achieved.** During FY15 MPTD effectively executed its operational mandate to notify local residents, businesses, City Council offices, ANCs and other groups when media production activity will be filming in their areas (or in areas that impact their constituents). MPTD is committed to working with film producers, residents, and businesses to ensure the media production activity that brings economic impact to the District does so without unreasonably inconveniencing the public or interfering with the commerce of local businesses.

**KEY PERFORMANCE INDICATORS**

	KPI	Measure	FY 2014 YE Actual	FY 2015 YE Target	FY 2015 YE Revised Target	FY 2015 YE Actual (KPI Tracker)	FY 2015 YE Rating (KPI Tracker)	Budget Program (KPI Tracker)
●	1.1	Film and video projects produced in the District	280	225	300	263	87.66%	Production Support
●	1.2	Motion picture and television industry spending in the District	\$9,051,915.3	\$10.1 million	\$10.1 million	\$7,446,159.60	73.72%	Production Support
●	2.3	MPTD on location set visits with productions with significant impact/importance	N/A	75%	75%	100%	133.33%	Production Support



●	1.3	Content creators that rank the overall film experience in DC as satisfactory or very satisfactory	99%	99%	99%	100%	101.01%	Production Support
●	1.4	Industry events or activities attended and/or participated in to market the District as a production venue	41	45	45	49	108.88%	Marketing
●	1.5	New Contacts Made (in person or over the phone) with location media production decision-makers to facilitate media projects filming in the District.	532	400	400	407	101.75%	Marketing
●	1.8	Temporary job and training opportunities in the motion picture and television industry	1,933	2,125	2,125	1,878	88.38%	Production Support
●	2.2	Events/activities aimed at connecting District residents with job and training	22	15	15	15	100%	Marketing & Consumer Outreach



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**WORKLOAD MEASURES – APPENDIX**

**WORKLOAD MEASURES** ●

<b>Measure Name</b>	<b>FY 2013 YE Actual</b>	<b>FY 2014 YE Actual</b>	<b>FY 2015 YE Actual</b>	<b>Budget Program</b>
Total Number of Film Permits issued	435	367	302	Production Support
Total number of film permit fees collected	\$98,390	\$74,600	\$84,000	Production Support