



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

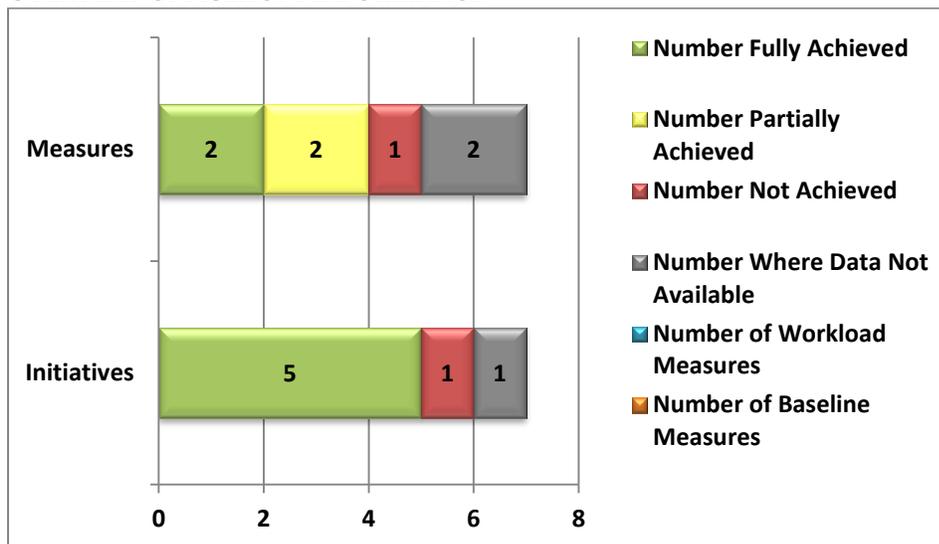
MPTD offers various services to filmmakers including; research assistance and location scouting, technical and logistical assistance, script breakdown, production support, online locations library, community relations, special event planning and promotions, and hotel, restaurant and transportation assistance. MPTD also serves as a liaison between the film industry and the city, working to ensure that affected residents, businesses and city agencies are aware of film activity in the community. MPTD works to mitigate any negative impact of such film activity, while developing access for residents and businesses to take advantage of the positive opportunities filmmaking presents.

ACCOMPLISHMENTS

- ✓ In Fiscal Year 2011, MPTD has expanded the overall level of film and television production activity in the District. This expansion is reflected by an increase in production expenses spent in the District from Fiscal Year 2010's \$12.5 million to \$20 million in Fiscal Year 2011 and in an increase in the number of jobs created from 2,761 in Fiscal Year 2010 to 3,774 in Fiscal Year 2011. **Fiscal Stability and Job Creation**
- ✓ Since January 2011, MPTD enhanced its communication outreach to include social media platforms such as Facebook and Twitter to reach its local and broad-based constituents. MPTD has used these platforms as well as the agency website to communicate information such as production activity and crew hiring announcements. MPTD increased its Facebook fans from 400 to more than 700 and nearly doubled its Twitter followers from 1,700 to 3,000. **Job Creation**
- ✓ In Fiscal Year 2011, MPTD developed a public-private partnership with SnagFilms to find Washington's "Best Film." The competition was created out of a partnership with SnagFilms to help raise the national and international profile of the District's most talented filmmakers. A panel of judges screened several films and documentaries. A winner was announced on January 30th – George Washington University's School of Media and Public Affairs student film "Released to Life." The film will be distributed via SnagFilms' global online streaming networks. The winners will also be considered for SnagFilms' transactional video-on-demand channels. **Job Creation**



OVERVIEW OF AGENCY PERFORMANCE





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: Make it easier, faster, and more efficient to create motion picture and television productions in the District of Columbia.**
MPTD has streamlined the permitting process for filmmakers by generating and issuing permits as well as processing payments in-house. This process has increased turn-around time for issuing permits, reduced the number of man-hours filmmakers spend applying for permits at various District government agencies and has raised the quality of service provided to the industry.

In addition, MPTD provides location scouting services, manages the logistics and inter-agency coordination, and communications for all film and television production activity. Providing these services to the industry has proven to be beneficial and resulted in repeat business.

- **INITIATIVE 1.2: Promote the District as a venue of choice for motion picture and television production and exhibition.**
As part of MPTD’s marketing, promotions and business development activities, MPTD has identified key industry events, tradeshow, film festivals, and meetings in major film markets such as New York, Los Angeles, and Miami to attend to promote the District as a film destination.

MPTD has attended film events such as the Association of Film Commissioners International in Los Angeles, The American Black Film Festival in Miami, Urban World Film Festival in New York and has had meetings with key executives from HBO, Showtime, CBS, Warner Bros, and a host of others to showcase the District and market the unique services of the Film Office.

Resultant of these key industry events and meetings, the District has gained increased visibility in major markets and has secured lucrative film business.

OBJECTIVE 2: Create employment and business opportunities in motion picture and television production, while developing the infrastructure to support the future growth of the film industry in the District.

- **INITIATIVE 2.1: Develop partnerships with filmmakers, studios, trade organizations, film and entertainment related businesses, and schools both within and outside the District.**
MPTD has built strong partnerships with local industry organizations such as *Women In Film and Video (WIFV)*, *The DC Film Alliance*, and the *Television, Internet and Video Association of DC (TIVA-DC)*. MPTD actively participates in their events to support the local film community.



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

MPTD provides opportunities for local businesses to become involved with and gain more visibility in the motion picture and television production process. MPTD leverages the *Washington, DC Production Resource Guide*— paid for and distributed by the agency to promote local businesses and vendors that service the film industry.

MPTD has in the past and will continue to work closely with the Department of Small and Local Business Development (DSLBD) to ensure DC-based businesses are included in the production directory, and to specifically highlight DSLBD Certified Business Enterprises (CBEs).

MPTD is working to enhance its digital *Locations Gallery* to reflect film-friendly venues such as hotels, restaurants, retail, commercial, and other business entities throughout the city.

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

OBJECTIVE 3: Expand community outreach and enhance constituent communication.

- **INITIATIVE 3.1: Improve communication with residents, businesses, ANC, and neighborhood organizations.**

MPTD has enhanced its communication and outreach with residents, businesses and other film stakeholders. MPTD has employed various social media platforms such as Facebook and Twitter to communicate information to its constituency-base.

Since January 2011, MPTD has increased activity on both its Twitter and Facebook pages through a number of tactics including contests, promotions, and new initiatives such as One City Location of the Month, Filmmaker of the Month, and the SnagFilms Contest.

Facebook - Increase from 400 to more than 700 “likes.”

Twitter - Followers nearly doubled in number from 1,700 to 3,000.

- **INITIATIVE 3.2: Produce an Economic Impact Study of the Film Industry in Washington, DC.**

Initiative 3.2 was a carryover from the previous Administration and funds were not allocated to complete the study.



Key Performance Indicators – Details

Performance Assessment Key:

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

		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	1.1	Film and Video Projects Produced in the District	320	320		283	88.44%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.2	Motion Picture and Television and Industry Spending in the District	0	20 ¹		\$19,903,978.24	99.519%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.3	Filmmakers that Rank the Overall Film Experience in the District as "Satisfactory" or "Very Satisfactory"	90	90				OFFICE OF MOTION PICTURE & TV DEVELOP
●	1.4	Industry Events or Activities Attended and/or Participated in to Market the District	4	5		15	300%	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	98	60		120	200%	OFFICE OF MOTION PICTURE & TV DEVELOP
●	2.1	Temporary Job and Training Opportunities in the Motion Picture and Television Industry	2761	2200				OFFICE OF MOTION PICTURE & TV DEVELOP
●	2.2	Events/activities aimed at connecting District residents with job and training opportunities	7	12		6	50%	OFFICE OF MOTION PICTURE & TV DEVELOP

¹ (\$Million)