



# Film Incentive Program Update



# OBJECTIVES

- To ensure the program drives tourism and promotes Pinellas County effectively



# CHANGES AT-A-GLANCE

	Current Program	Revised Program
Program-wide	<ul style="list-style-type: none"><li>• Project Cap: \$250,000</li><li>• No committee review</li><li>• No CPA attestation required</li><li>• No location requirement</li><li>• Partial seasons of TV shows do not qualify</li></ul>	<ul style="list-style-type: none"><li>• Project Cap: \$300,000</li><li>• Committee review and approval</li><li>• CPA attestation required</li><li>• All projects must feature the destination and not imitate another location</li><li>• Partial seasons of TV shows do qualify</li></ul>
Base Incentive	<ul style="list-style-type: none"><li>• 10% of qualified local spend</li></ul>	<ul style="list-style-type: none"><li>• 15% of qualified local spend</li></ul>
Uplift Incentives	<ul style="list-style-type: none"><li>• Up to 30%</li><li>• No proof of distribution required</li></ul>	<ul style="list-style-type: none"><li>• An additional UP TO 15% for a maximum of 30%</li><li>• Uplift determined on a per-project basis related to above-and-beyond marketing value to VSPC</li><li>• Distribution-related uplift payout contingent on proof of distribution</li></ul>

# Base Grant (15% of local spend)

- **Requirements:**

- Qualified local spend in Pinellas County
- Positive portrayal of Pinellas County as itself (as applicable)
- Basic marketing deliverables (BTS photos, ATL testimonial videos, VSPC logo in credits)

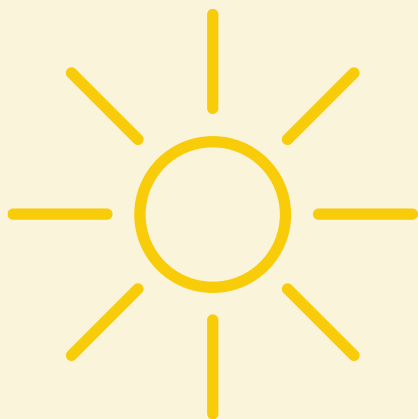




# Tourism Impact Uplift (Up to 15% of local spend)

- **Negotiable additional incentives based on Committee review of:**
  - Direct room nights beyond typical productions
  - Inclusion of recognizable locations
  - Mentions of Pinellas County destinations/attractions
  - Location-based promotional content
  - Proof of distribution deal
  - Commitment to premiere/screening events
  - Social media promotion plan
  - Press tour/junket including Pinellas County locations
- **Distribution-based uplifts will be paid conditionally on proof of distribution**





# **Application and Approval Process**

1. Initial application with project details including marketing and distribution plans
2. Committee review and response within 45 days
3. Conditional approval based on suitability and alignment with VSPC goals
4. Final approval and contract negotiation

# Next Steps

- Finalize
- Applications begin for new program  
October 1, 2024







ST.PETE  
CLEARWATER

# THANK YOU

