



## Definitions of Key Terms

### **Above-The-Line (ATL)**

Key creative personnel in a film production, typically including the director, producers, writers, and principal cast.

### **Beauty Shots**

Visually appealing footage or images that showcase the attractive aspects of Pinellas County, such as beaches, sunsets, cityscapes, parks and cultural attractions.

### **Cash Rebate**

A monetary reimbursement paid directly to the production company based on a percentage of their total qualified local expenditures.

### **CPA Attestation**

A formal declaration by a Certified Public Accountant verifying the accuracy and legitimacy of the production's reported total qualified local expenditures.

### **Conditional/Distribution-Related Uplift Payment**

A portion of the incentive that is only paid out after the production company provides proof that certain conditions have been met, such as distribution or completion of specific marketing deliverables.

### **Distribution Deal**

An agreement with a company to release and market the finished production to audiences through theaters, television networks, streaming platforms, or other media outlets.

### **Location-Based Promotional Content**

Marketing materials created specifically to highlight Pinellas County locations featured in the production. Examples include behind-the-scenes videos, location guides, or interactive maps.

### **Marketing Value**

The estimated worth of the exposure and promotion Pinellas County receives as a result of the production, including but not limited to on-screen visibility, social media mentions, press coverage, and promotional events.

### **Out-of-Market Visitors**

Individuals who travel to Pinellas County from outside the county, typically staying overnight, as a result of the production or subsequent tourism inspired by the production.

### **Positive Portrayal of Pinellas County as Itself**

A project that represents Pinellas County authentically as Pinellas County or one of its destinations. While the project may depict a fictitious location, it must not present Pinellas County as another real place, for example Miami, the Florida Keys, or other island destination. "Positive portrayal" means that the project should foster a favorable impression of Pinellas County, without creating negative perceptions or discouraging potential visitors. The determination of whether a project meets these standards will be made at the discretion of the FilmSPC review committee.

### **Press Junket**

A promotional event prior to the production's release where media representatives and journalists are invited to interview the cast and crew of a production, often including tours of filming locations.

### **Qualified Local Expenditures**

Total expenditures incurred in Pinellas County directly related to the production. This includes but is not limited to:

- Wages paid to Pinellas County residents
- Payments for goods and services provided by Pinellas County-based businesses
- Accommodations in Pinellas County
- Location fees for Pinellas County properties
- Vehicle and equipment rentals from Pinellas County-based providers
- Services such as law enforcement, reserved parking, and city/county staff assistance

### **Recognizable Locations**

Distinctive and identifiable places in Pinellas County that viewers can easily associate with the area, such as specific beaches, landmarks, or notable buildings.

### **Room Night**

Each night that a Pinellas County hotel room or other accommodation is occupied as a direct result of the production.

### **Uplift Incentives**

Additional percentage points added to the base incentive rate, awarded for meeting specific criteria that provide extra marketing value and/or tourism impact for Pinellas County.