

**St. Petersburg-Clearwater Film Commission**  
**December 2024 Report - Prepared by: Lisa Dozois**

| Production Type             | Production Company                          | Project Title                       | Local Hires | Rm Nights     | Project Budget      | Spent in Pinellas County    |
|-----------------------------|---|-------------------------------------|-------------|---------------|---------------------|-----------------------------|
| Commercial / Advertising    | Bluewater Media                             | Paingone Flow                       | 10          | 0             | \$3,000             | \$3,000                     |
| Commercial / Advertising    | Stonehenge Circle Corp                      | Florida Citrus                      | 15          | 45            | \$180,000           | \$150,000                   |
| Commercial / Advertising    | Totem Films Us.com, LLC                     | TOYOTA FRENCH CANADA - BYE BYE 2024 | 45          | 81            | \$100,000           | \$100,000                   |
| Commercial / Advertising    | Toledo-Lucas County Port Authority          | Toledo Express Airport Commercial   | 4           | 1             | \$10,000            | \$10,000                    |
| Documentary                 | Florida West Coast Public Broadcasting Inc. | Eco Documentary (Working Title)     | 20          | 2             | \$150,000           | \$30,000                    |
| Still Photography           | Tatro Media Inc                             | Dicks Sporting Goods                | 10          | 70            | \$400,000           | \$200,000                   |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
| <b>December 2024 Totals</b> |   |                                     | <b>104</b>  | <b>199</b>    | <b>\$843,000</b>    | <b>\$493,000</b>            |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             |   |                                     |             |               |                     |                             |
| Production Type Key         | Number of Productions by Type               | Local Spend by Production Type      | # Prods YTD | Spend Fis YTD | December '24 Leads  | FY to Date Oct 24 - Sept 25 |
| Film                        | 0   | \$0                                 | 1           | \$2,000       | Film Leads: 5       | 11                          |
| Television                  | 0   | \$0                                 | 0           | \$0           | TV/PR/DM/CI/Othr: 9 | 23                          |
| TV / Reality                | 0   | \$0                                 | 1           | \$400,000     |                     |                             |
| Commercial/Infomer          | 4   | \$263,000                           | 9           | \$670,200     |                     |                             |
| Still Photography           | 1   | \$200,000                           | 2           | \$200,100     |                     |                             |
| Documentary                 | 1   | \$30,000                            | 1           | \$30,000      |                     |                             |
| Digital Video/Web           | 0   | \$0                                 | 0           | \$0           |                     |                             |
| Corporate                   | 0   | \$0                                 | 0           | \$0           |                     |                             |
| Student                     | 0   | \$0                                 | 1           | \$200         |                     |                             |
| Other/ Music Video/Short    | 0   | \$0                                 | 4           | \$7,000       |                     |                             |
|                             |   |                                     |             |               |                     |                             |
|                             | 6   | \$493,000                           | 19          | \$1,309,500   |                     |                             |



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|                |           | 2024-2025 Fiscal YTD Totals |            |            |                    |
|----------------|-----------|-----------------------------|------------|------------|--------------------|
| Month          | Projects  | Shoot Days                  | Hires      | Rooms      | County Spend       |
| 2024 October   | 6         | 7                           | 84         | 44         | \$723,300          |
| 2024 November  | 7         | 15                          | 69         | 40         | \$93,200           |
| 2024 December  | 6         | 41                          | 104        | 199        | \$493,000          |
| 2025 January   |           |                             |            |            |                    |
| 2025 February  |           |                             |            |            |                    |
| 2025 March     |           |                             |            |            |                    |
| 2025 April     |           |                             |            |            |                    |
| 2025 May       |           |                             |            |            |                    |
| 2025 June      |           |                             |            |            |                    |
| 2025 July      |           |                             |            |            |                    |
| 2025 August    |           |                             |            |            |                    |
| 2025 September |           |                             |            |            |                    |
|                |           |                             |            |            |                    |
| <b>Totals</b>  | <b>19</b> | <b>63</b>                   | <b>257</b> | <b>283</b> | <b>\$1,309,500</b> |

| 2024 Calendar YTD Totals |            |            |              |              |                    |
|--------------------------|------------|------------|--------------|--------------|--------------------|
| Month                    | Projects   | Shoot Days | Hires        | Rooms        | County Spend       |
| January                  | 6          | 20         | 72           | 82           | \$309,000          |
| February                 | 12         | 31         | 129          | 286          | \$674,599          |
| March                    | 17         | 41         | 366          | 424          | \$1,694,399        |
| April                    | 13         | 21         | 128          | 190          | \$461,100          |
| May                      | 12         | 24         | 104          | 120          | \$184,100          |
| June                     | 7          | 28         | 68           | 79           | \$172,000          |
| July                     | 9          | 14         | 88           | 21           | \$240,200          |
| August                   | 10         | 14         | 193          | 146          | \$240,000          |
| September                | 8          | 14         | 92           | 12           | \$46,000           |
| October                  | 6          | 7          | 84           | 44           | \$723,300          |
| November                 | 7          | 15         | 69           | 40           | \$93,200           |
| December                 | 6          | 41         | 104          | 199          | \$493,000          |
|                          |            |            |              |              |                    |
| <b>Totals</b>            | <b>113</b> | <b>270</b> | <b>1,497</b> | <b>1,643</b> | <b>\$5,330,898</b> |

