

St. Petersburg-Clearwater Film Commission
February 2025 Report - Prepared by: Lisa Dozois

Production Type	Production Company	Project Title	Local Hires	Rm Nights	Project Budget	Spent in Pinellas County
Commercial / Advertising	Tatro Media Inc	Dicks Sporting Goods	10	70	\$480,000	\$100,000
Commercial / Advertising	Sean O'Brien Photography LLC dba/ The O'Brien Media	Chloe's Dream	13	15	\$100,000	\$60,000
Commercial / Advertising	Rare Folks	Bucs	6	6	\$20,000	\$10,000
Commercial / Advertising	Semicolon, Inc.	FifthColor Production	0	4	\$20,000	\$6,000
Commercial / Advertising	Bluewater Media	Spray Nutraceuticals	15	0	\$30,000	\$10,000
Commercial / Advertising	SuperPrime	LuLuLemon	80	30	\$1,000,000	\$200,000
Documentary	The Heliconia Press Inc	Great Family Adventure	0	4	\$40,000	\$10,000
Feature	Pinellas Pictures, LLC	Derby Romance	20	60	\$720,000	\$200,000
Music Video	Prism Media	9henom (Phenom) music video	8	0	\$800	\$800
Other	Umi Gilbert	Expedia tourism shoot in St Petersburg	0	8	\$6,000	\$4,000
Short Film	Five Stars Movie, LLC	Five Stars	10	0	\$200,000	\$20,000
Short Film	iReyes Films, LLC	Love at the Diner	23	0	\$1,000	\$1,000
Still Photography	Sprinkled with Pink	Sprinkled with Pink Photoshoot	5	3	\$5,000	\$5,000
Still Photography	Tatro Media Inc	Dicks Sporting Goods	10	0	\$450,000	\$100,000
Still Photography	Coastal Creative	Hey Dude Shoe Release Content	30	76	\$100,000	\$30,000
Web Series	Knight Light Imagery LLC dba Two Stories Media	TSM Production Van Filming	5	0	\$300	\$300
Web Series	SkyVista Productions LLC	MusicIQ	2	0	\$4,000	\$200
February 2025 Totals			237	276	\$3,177,100	\$757,300
Production Type Key	Number of Productions by Type	Local Spend by Production Type	# Prods YTD	Spend Fis YTD	February '25 Leads	FY to Date Oct 24 - Sept 25
Film	1	\$200,000	2	\$202,000	Film Leads: 7	21
Television	0	\$0	0	\$0	TV/PR/DM/CI/Othr: 16	50
TV / Reality	0	\$0	2	\$412,500		
Commercial/Infomer	6	\$386,000	21	\$1,409,200		
Still Photography	3	\$135,000	7	\$365,200		
Documentary	1	\$10,000	2	\$40,000		
Digital Video/Web	2	\$500	2	\$500		
Corporate	0	\$0	0	\$0		
Student	0	\$0	1	\$200		
Other/ Music Video/Short	4	\$25,800	9	\$34,800		
	17	\$757,300	46	\$2,464,400		



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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	10	49	108	94	\$397,600
2025 February	17	64	237	276	\$757,300
2025 March					
2025 April					
2025 May					
2025 June					
2025 July					
2025 August					
2025 September					
Totals	46	176	602	653	\$2,464,400

2025 Calendar YTD Totals					
Month	Projects	Shoot Days	Hires	Rooms	County Spend
January	10	49	108	94	\$397,600
February	17	64	237	276	\$757,300
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Totals	27	113	345	370	\$1,154,900

