



Program Overview

Base Incentive Program

The St. Pete-Clearwater Film Commission (FilmSPC) Incentive Program is designed to attract film, television and digital media projects to Pinellas County, Florida. This program offers a cash rebate of 10-20% of total qualified productions expenditures for eligible project types. The primary goals of this incentive are to:

1. Bring out-of-market visitors to the destination through direct room night inducement.
2. Market and inspire travel to the destination.

Eligible Project Types may include but are not limited to:

- Feature films
- Made-for-TV movies
- TV series (full or partial seasons)
- Web series with significant distribution potential
- Music videos featuring major artists

Base Incentive Details

- 10% cash rebate on total qualified production expenditures ATL/BTL (resident/non-resident)
- Maximum payout: \$300,000 per project
- Minimum spend requirement of at least \$100k of qualified local expenditures in Pinellas County
- CPA attestation verifying the accuracy and legitimacy of the production's reported total qualified local expenditures is required

Basic Requirements

1. Productions must feature Pinellas County as itself (as defined in the Key Terms document) and portray the area positively.
2. All projects must include basic marketing deliverables consisting of:
 - **Behind-The-Scenes Photos:** These images will showcase the production process in Pinellas County locations, highlighting recognizable areas and landmarks when possible, and include cast and crew at work, as well as the general atmosphere of the production. Photography must be high quality suitable for use in print and on the web. These images will be used by VSPC and FilmSPC for promotional purposes, including social media, websites, and printed materials to showcase Pinellas County as a production-friendly destination.
 - **Above-The-Line Testimonial Video:** This video will feature at least three above-the-line (ATL) people and positions (such as the director, screenwriter, lead actors, and

producers). The featured individuals will discuss their experience filming in Pinellas County, highlighting positive aspects such as diverse locations, supportive Film Commission and community, and the area's unique attributes. The testimonial video must also include B-Roll and behind-the-scenes footage. The video must be a minimum of 180 seconds long, recorded in high-definition format (1920x1080 or higher), edited and ready to post. These videos will be posted on Visit St. Pete-Clearwater (VSPC) and/or FilmSPC websites and social channels and used for other promotional purposes in connection with marketing Pinellas County to other filmmakers and productions.

- **Logo/Special Thanks in Credits:** The production must include the FilmSPC logo in the end credits of the project. The logo must be clearly visible. For television series, the logos must appear in every episode. FilmSPC will provide high-resolution logo files and any specific usage guidelines, and special thanks wording. This requirement ensures that viewers of the finished product associate the production with Pinellas County, potentially inspiring future travel to and interest in the area.
3. Productions must maintain detailed records of all qualified expenditures and submit these for verification.
 4. Projects must comply with all local, state, and federal laws and regulations during their production in Pinellas County.
 5. Productions must carry appropriate insurance coverage as specified on the Film Commission's [insurance page](#).
 6. The production company must be willing to accommodate reasonable requests for set visits by VSPC/FilmSPC staff and/or designated media and governmental representatives, coordinated in advance to minimize disruption to production.
 7. The production company must be registered with the State of Florida Division of Corporations (Sunbiz).

* Any unallocated funds may be used for marketing purposes at VisitSPC's discretion.

* VisitSPC may spend additional marketing dollars with qualifying projects at its discretion and in compliance with Florida Statutes and the Tourist Development Plan.

Uplift Incentive Program

In addition to the base incentive, productions can qualify for up to an additional 10% in uplift incentives, for a total maximum incentive of 20% of total qualified expenditures. The uplift program is designed to reward productions that provide exceptional marketing value and tourism impact for Pinellas County. Productions seeking uplift incentives should indicate as such and provide the supporting documentation at the time of application.

Uplift Incentive Details

- Up to an additional 10% cash rebate on total qualified expenditures ATL/BTL (resident/non-resident)

- Uplift percentage determined on a per-project basis
- **Maximum total incentive (base + uplift) per project:** 20% of total qualified expenditures ATL/BTL (resident/non-resident)
- **Maximum total payout:** \$300,000 per project (payouts greater than \$250,000 are subject to Pinellas County Board of County Commissioners' approval)

Uplift Criteria

The uplift percentage is determined based on the production's commitment to providing additional marketing value. Productions must submit a detailed proposal at time of application outlining how their project will promote Pinellas County as a destination. While the elements listed below serve as examples and guidelines, productions are encouraged to propose innovative strategies that may extend beyond this list to demonstrate their commitment to enhancing the county's visibility and appeal.

1. Proof of Distribution

Productions that secure a confirmed distribution deal, ensuring wide viewership, are eligible for higher incentives. The broader the reach of the distribution platform—whether a major network, top streaming service, or established distributor—the greater the promotional value to Pinellas County. Productions must provide documentation supporting distribution in their applications. If proof of distribution is not secured at time of application, plans for distribution will be assessed at time of application to determine uplift.

2. Release of Footage and Stills

Productions that offer VSPC access to high-quality B-roll, destination footage, and still images featuring talent for promotional use can enhance their eligibility for additional incentives. These assets play a key role in ongoing marketing efforts to showcase the county.

3. Destination-Promoting Content

This category combines multiple factors that assess how the production promotes Pinellas County through its storyline, locations, and mentions of local attractions. Projects that feature prominent Pinellas County locations integrated into the narrative, mention destinations or attractions in dialogue, and leverage social media to highlight the area can qualify for uplift. Productions must provide detailed location lists, screen times, and context of how the county is featured. Social media plans will outline posts, platforms, and expected reach, with analytics provided post-campaign.

4. Direct Room Nights

Productions that generate a significant number of hotel room nights for cast, crew, and production teams can qualify for additional incentives. This category supports the local hospitality industry, bringing immediate economic impact. Productions must submit detailed records of Pinellas County room nights, including booking dates, hotel details, and the number of rooms utilized. Long-term stays and the use of vacation rentals may also be considered when determining the uplift.

5. Screening Events, Media Junkets and Press Tours

Productions that commit to hosting premiere events, screenings, and/or media

junkets/tours in Pinellas County can earn further incentives. These events drive tourism and media attention, attracting both local and out-of-area attendees. Press tours that bring journalists or influencers to the county are particularly valuable for generating future tourism interest. Productions must submit event plans detailing potential venues, expected attendance, and marketing strategies. For media junkets and press tours, a list of invited media outlets and anticipated coverage outcomes should also be provided. Uplift will be based on the scale and potential media impact of the events.

6. **St. Pete-Clearwater Reassurance Program:** Projects filming between June 1-November 30 may be eligible for partial reimbursement for weather insurance carrying a named storm add-on. Production company must provide proof of coverage to become eligible. Projects must first qualify for the FilmSPC Screen Industry Program.

NOTE: Some uplift incentives will be paid conditionally upon proof of distribution or completion of promised deliverables.