

# TDC Film Task Force

## Recommendations for the Sarasota County Office of Film & Entertainment

### Adopted 9-5-06

#### Proposed Vision

Sarasota County is a film ready community which attracts a wide variety of film, television, music and commercial projects with its production-friendly permit process and a welcoming business community. The Sarasota County film industry is recognized throughout the country for its professionalism, creativity and imagination. High wage jobs and businesses have been expanded in the film and entertainment job sector.

#### Proposed Mission

The Sarasota County Film & Entertainment Office shall establish Sarasota County as a premier film location by attracting an array of film, television, music and commercial production while fostering a thriving local industry. The office will serve as the central source for attracting and supporting film and entertainment by coordinating government and business in support of production.

#### Desired Outcomes:

- Direct economic impact (hotel rooms, jobs for local crews, meals, production days) as measured by permitted projects with a goal of 60 permitted projects.
- Suggested target for first year of operation is direct economic impact of \$1 million per year; second year \$1.5 and by year three target to be \$3 million annually.
- The first year of operation is expected to be highly organizational in nature. The Task Force believes we need to spend time “getting our act together” before serious marketing efforts are undertaken. The Film Office will develop a 5-year marketing strategy.
- New higher wage jobs will be created in related industry NAICS codes and number of businesses in film & video related industry codes. See below for baseline measurement.

Creative Services		Jobs: 2002 Avg	Jobs: Sept 05    Job growth	
5121	Motion picture and video industries	307	344	37
5122	Sound recording industries	46	26	-20
7115	Independent artists, writers, and performers	58	48	-10
5151	Radio and television broadcasting	n/d	201	n/d
7111	Performing arts companies (OPTIONAL)	448	1,617	1,169

*Source: Florida Agency for Workforce Innovation, QCEW data*

	CREATIVE SERVICES	Number of Establishments		
		2002 Avg	2004 Avg	Sept 05
5121	Motion picture and video industries	26	30	23
5122	Sound recording industries	12	9	9
7115	Independent artists, writers, and performers	29	47	48
5151	Radio and television broadcasting	11	12	10
7111	Performing arts companies (OPTIONAL)	28	13	29

Source: Florida Agency for Workforce Innovation, OCEW data

- Indirect promotion of Sarasota County as it is recognized through film production.
- Permitting time and process streamlined.
- Compliment educational opportunities offered by MCC and Ringling School of Arts & Design. Creative graduates are encouraged to stay in Sarasota County for their careers.
- Partnerships are created involving film industry and other industries in Sarasota County

#### **Goals:**

- Develop a county-wide process for stream-lined permitting for film production.
- Create the necessary infrastructure tools.
- Directly attract film production to Sarasota County by establishing relationships in the film industry and through industry trade shows.
- Increase economic impact of film production in Sarasota County.
- Increase the number of businesses and jobs in related industries over the 2005 baseline NAICS code.

#### **Functions of Film Office:**

- Developer of marketing materials and pro active marketing of Sarasota at industry events.
- Central point of contact for industry to include scouting services and navigation of government processes.
- Liaison to local governments and development of permitting process, insurance, code compliance etc.
- Facilitator of local/regional networks.

- Active participant in Film Florida, the Governor's Office of Film & Entertainment, local film festivals and other film related activities in Sarasota County.
- Thermostat for business climate as it relates to the film and entertainment industry.
- Interface to broader economic development efforts.

**Organizational Structure:**

- Sarasota County contracts with the Economic Development Corporation of Sarasota County to manage and operate the Film and Entertainment Office.
- The EDC Board of Directors creates a Film and Entertainment Industry Advisory Committee.

**Budget:**

Initial first year budget of \$200,000

\$70,000 SCVB – TDT funds

\$70,000 EDC-EDTF funds

\$60,000 general revenue Sarasota County government funds

The county general funds would be considered a one time investment for start up operations of the film office. Funding for future years would be split 50-50 between TDT funds and EDTF funds. The EDC would seek to raise private sector funds to pay those expenses not permitted through public funding.