

DIVISION OF TOURISM – OFFICE OF FILM AND CULTURE
FILM MARKETING PLAN AND BUDGET – FY10

Objectives

- * Create significant economic impact by promoting Mississippi locations and incentives to the entertainment industry nationally and internationally
- * Develop the film production infrastructure of Mississippi to create a vibrant base for the recruitment of the film industry
- * Identify and utilize Mississippi writers, actors, and technicians, both in state and out-of-state, to enhance our film industry profile
- * Build an educated community and a community awareness of the needs, rewards and problems inherent in the development and recruitment of the film industry

Strategy I

Improve response and service to requests for film location information

Action Plans

- * Conduct statewide coordinated in-depth location site survey programs.
- * Continue training of local film offices in photography, scouting, research and film production problem solving through a series of regional workshops utilizing staff and location professionals, and the AFCI online Fundamentals program.
- * Decrease turn-around time of responses to location inquiries by creating general overview portfolio of each major film office area.
- * Continue enhancing and updating location photo databases utilizing MDA/Tourism capabilities (computer systems, GPS, color printer, color copier, scanner) and enhanced capabilities of Reel-Scout system.

- * Continue to streamline office operations including flexible form-letter correspondence, more detailed film production and support service information, and more complete research database
- * Develop and distribute newsletter to e-mailing list

Strategy II

Improve the professional stature of the State's film production personnel

Action Plans

- * Continue the development of the Mississippi Film Industry Workforce Training Center, a statewide workforce-training curriculum, and the USM Gulf Park center.
- * Develop Mississippi Film and Television Employment Training Curriculum
- * Continue to support in state film festivals.
- * Establish match grant program with city offices for seminars, workshops, screenings, etc.
- * Continue to produce the Mississippi Film Summit.
- * Revise and update the LOCATION AND PRODUCTION GUIDE

Strategy III

Reduce complication of filming on location in state

Action Plans

- * Develop a program with regional production outlets and film labs to offer production services in state through co-op arrangements with public and private sector.

Strategy IV

Improve State's relationship with decision-making producers in the film industry

Action Plans

- * Maintain a national advertising plan.
- * Create new marketing materials for the Mississippi Motion Picture Incentive Program.
- * Develop and implement a direct mail campaign.
- * Continue development trips outside State where presentation of State's offerings may be made to film producers.
- * Refine office's contact and relationship with native Mississippians in the film industry.
- * Participate in New York Picnic and make NY sales calls.
- * Participate in Los Angeles Picnic.
- * Consider advertising opportunities for Mississippi made films and public salutes for Mississippi performers

Strategy V

Build a coordinated effort for film development within the State

Action Plans

- * Develop regional task forces and local film offices.
- * Establish film industry internship program to support film office and in-state production.
- * Address local and statewide civic organizations as to the benefits of location film production.
- * Develop and pursue production funding and film investment legislation for 2010 Legislative session.

CAPITAL OUTLAY:

Funds will be utilized to upgrade and support digital camera equipment, laptop computers, and GPS devices.

\$1,667

TOTAL CAPITAL OUTLAY

\$53,513

TOTAL (excluding salaries)

MISSISSIPPI FILM OFFICE – SUPPORTING BUDGET – FY09

AP 13 ADVERTISING

Funds to be used for developing new advertising program (including direct mail incentive piece) and for advertising in in state and out of state industry publications.

\$30,000

TOTAL ADVERTISING

BR 13 BROCHURES

Funds to be used for LOCATION AND PRODUCTION GUIDE, new Incentive brochure, and event invitations.

\$4,860

TOTAL BROCHURES

MS 13 MISCELLANEOUS

\$10,000 Funds to be used for instate production grants/production incentives.

\$49,000

Funds to be used for sponsorships of instate film festivals and out of state festivals and marketing events.

\$59,000

TOTAL MISCELLANEOUS

MISSISSIPPI FILM OFFICE - Operating Budget

Travel	\$ 30,172
Contractual	\$ 18,673
Commodities	\$ 5,001
Capital Outlay	\$ 1,667
SUB-TOTAL (excluding salaries)	<u>\$55,513</u>

MISSISSIPPI FILM OFFICE - Supporting Budget

AP13 – Advertising/Placement	\$ 30,000
BR13 – Brochures	\$ 4,860
MS13 – Miscellaneous	\$ 59,000
SUB-TOTAL	<u>\$ 93,860</u>

TOTAL (excluding salaries)	\$149,373
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