



Film Commission FY26 Incentive Program Revisions



**ST.PETE
CLEARWATER, FL**
FILM COMMISSION

GOAL OF THE PROGRAM

Showcase St. Pete Clearwater through film, television, and digital media productions in an effort to inspire travel to the destination and ultimately drive room nights and economic impact.



ST.PETE
CLEARWATER, FL
FilmSPC.com



OVERVIEW OF PROGRAM

- Project Eligibility:
 - Feature films
 - Made-for-TV movies
 - TV series (full or partial seasons)
 - Web series with significant distribution potential
 - Music videos featuring major artists
- Positive portrayal of Pinellas County as itself (as applicable)
- Maximum rebate: \$300,000 per project

OVERVIEW OF PROGRAM

- Base Deliverables
 - Behind-the-scenes photos
 - Testimonial from above-the-line cast and crew
 - Inclusion of Film SPC logo in credits
- Potential Uplift Opportunities
 - Direct hotel room nights beyond typical productions
 - Highlighting recognizable locations and attractions
 - Inclusion of beauty shots and city signage
 - Social media promotion during and after production
 - Licensing of additional stills and footage to Visit SPC
 - Proof of distribution
 - Press tour/junket including Pinellas County locations
 - Commitment to local screening events



REVISIONS TO FILM PROGRAM

2024 Current Program	2025 Proposed Revisions
Only local expenses qualify for rebate	Rebate based on all qualified expenses (if local spend exceeds \$100k)
15-30% cash rebate on qualified local expenditures incurred within Pinellas County	10-20% cash rebate on all qualified above-the-line & below-the-line expenditures incurred during production (resident/non-resident)
Tiered uplifts system	Uplifts determined by committee
Proof of distribution submitted at time of application to determine uplift. Payment for uplift withheld until time of distribution.	Distribution plans are evaluated by committee at the time of application. Distribution will still need to be proven for funds to be released as a percentage uplift. Payment for uplift withheld until time of distribution.
N/A	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.





APPLICATION STEPS & APPROVAL PROCESS

1. Initial application submitted with project details including marketing and distribution plan
2. Committee review and response within 30 days of complete application
3. Conditional approval based on suitability and alignment with Visit SPC goals
4. Final approval and contract negotiation

NEXT STEPS

- Update to website and applicable program overview documents
- Revisions to be implemented to new program on October 1, 2025

