



# Pinellas County

## Staff Report

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File #: 21-096A, Version: 1

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### **Subject:**

Production Agreement with Florida Tourism Industry Marketing Corporation, Inc. for the production of "Life's Rewards," an eight segment video series.

### **Recommended Action:**

Approval of the Production Agreement with Florida Tourism Industry Marketing Corporation, Inc. (Visit Florida) for the production of "Life's Rewards," an eight segment video series featuring Visit St. Pete Clearwater as the sole series sponsor.

- Agreement is for \$275,000.00 and will promote the County as the only destination in connection with the production of the "Life's Rewards" video series.
- Agreement represents the County's portion of the total cost of production, which is being equally shared by Visit Florida through their Cooperative Marketing program.
- County will receive national and international exposure through distribution on internet platforms in addition to other promotional and marketing benefits.
- County's advertising agency of record estimates the advertising value for destination exposure in this video series at \$1,042,777.00.

### **Strategic Plan:**

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

### **Summary:**

This Production Agreement will promote and market the County as the only destination in the eight segment video series, "Life's Rewards." The series is comprised of a 96-minute story that is broken into eight (8), twelve-minute episodes. The video series will be shot throughout the County during the months of January and February 2021 and will showcase the beaches, various areas in downtown St. Pete, the St. Pete Pier, the Don Cesar, Safety Harbor, Dunedin and Tarpon Springs. In addition to this exposure, the County will receive marketing benefits including two (2) episodes for distribution on the Convention and Visitors Bureau's (CVB's) channels, paid digital media, 20 promotional images, logo inclusion, unedited footage and photography, and more, as detailed in Exhibit A of the Agreement.

The County's advertising agency of record estimated the advertising value that will be received from the destination's exposure in this video series is equivalent \$1,042,777.00.

### **Background Information:**

In the absence of state film incentives, the CVB is positioning the destination as a location for small budget film and digital projects, social media productions, and music videos. Due to the impacts of COVID -19, numerous productions that were looking to film in the area have cancelled filming and will not be rescheduling, if at all, until late 2021.

This production is a 96-minute story that is broken into eight, twelve-minute episodes telling the story of an ambitious man who is forced to re-evaluate his life after losing everything. Production of “Life’s Rewards” is made possible through the CVB’s participation in Visit Florida’s Cooperative Marketing Program. This program is contributing fifty percent of the total cost of production, which is estimated at \$550,000.00. As the sole sponsor, the County will be exclusively featured in this video series that will be used to market the area to potential visitors. The County will receive national and international exposure from this series, which will be hosted and available on internet platforms. Filming will take place during the months of January and February 2021, in time for inclusion in the launch of Visit Florida’s channel and platform.

**Fiscal Impact:**

Production Agreement: \$275,000.00

Funding to support this Production Agreement in the amount of \$275,000.00 is provided through the CVB’s Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Production Agreement