



Pinellas County

Staff Report

File #: 20-2355A, Version: 1

Subject:

Production agreement with ATOL Film LLC for production of the film, "A Taste of Love."

Recommended Action:

Approval of the production agreement with ATOL Film LLC for production of a Hallmark style film, "A Taste of Love."

- The agreement will promote the County as a destination in connection with the production of "A Taste of Love."
- The agreement is for \$500,000.00 and will be paid after all deliverables have been received.
- The County will benefit from residual revenues from the film's domestic and international sales.
- The County will receive broad ranging exposure both nationally and internationally, as well as other promotional and marketing benefits.
- The County's advertising agency of record estimates the advertising value for destination exposure in this film at \$2,084,200.00.

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 is to promote and market tourism as it relates to the Hallmark style film production of "A Taste of Love." The County will be exclusively featured in this film which will showcase over 20 beauty shots of the area and include signage and specific names of locations and attractions. Additionally, unlike other film productions, this agreement allows the County to provide input and approval on content and receive residual revenues from film sales. Promotional benefits and revenue sharing are detailed in Exhibits A and B 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 film is equivalent \$2,084,200.00.

Background Information:

In the absence of state film incentives, the Convention and Visitors Bureau (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, including multiple Hallmark channel productions, have cancelled filming and will not be rescheduling, if at all, until late 2021.

Production of "A Taste of Love" will result in approximately 50 local jobs and an estimated \$500,000.00 in direct local spending. The County will be exclusively featured in this film, which will serve as a 90-minute commercial, marketing the area to potential visitors. Other unique aspects include the CVB's Film Commission having input and approval on the film's content to ensure brand messaging is aligned with the CVB. As detailed in Exhibit B, the County is also included in revenue sharing from sale of the film. The County will receive national and international exposure from this film which will air on Lifetime, Netflix or similar platform and will be available on video on demand in over 100 countries.

This Production Agreement was presented to the Tourist Development Council on November 18, 2020 and was well received.

Fiscal Impact:

Production Agreement: \$500,000.00

Revenues resulting from the sale of this film are estimated to be received in Fiscal Year 2022 and will be used toward future tourism promotion programs.

Funding to support this Production Agreement in the amount of \$500,000.00 is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax. This agreement is consistent with the FY21 Adopted Budget.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Production Agreement