



Work Plan and Budget Utilizing County Funds
July 1, 2024 - June 30, 2025
(Revise Final -- Board Approved on 6/7/24)

Goal 1 – Increase Film Industry Outreach and Local Facilitation Efforts **\$159,724**

Influence quantity of film inquiries through timely 24/7 ‘Best Practices’ responsiveness by MCFC staff. Increase the number of film productions that select Monterey County as their location destination and expand their total spend.

Measures:

- 1a. Attract and facilitate the number of inquiries and contacts as summarized in the Film Commission records, as compared to the previous year and increase by 5% from 290 to 304.
- 1b. Track the number of media productions occurring in Monterey County as measured by Film Commission records and jurisdictional issued permits, as compared to previous year and increase by 10% from 114 to 125.
- 1c. Estimate the total spend from film production, as compared with a 3-year average, and increase by 5% from \$3.47M to \$3.76M.

Goal 2 – Expand Reach of Advertising and Promotions **\$110,000**

Marketing and staff communication about Monterey County to film production industry and international, regional and local partners.

Measures:

- 2a. Increase promotional placements in trade industry and other media, as compared to the previous year and increase by 5% from 40 to 42.
- 2b. Expand reach from film trade advertising, as compared to the previous year and increase by 5% from 2,240,373 to 2,352,391.
- 2c. Track website (unique visitors) for propelling marketing message and MCFC brand exposure as compared to previous year and increase by 10% from 16,225 to 17,848.

Goal 3 – Expand Countywide Collaborations **\$20,000**

Countywide branding of MCFC, partnering with DSA members, economic pillars, and educational institutions to raise awareness and impact.

Measures:

- 3a. Expand the number of collaborative community partnerships with local organizations, as compared to the previous year and increase by 5% from 49 to 51.

Total **\$289,724**
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