



Revised Work Plan and Budget Utilizing County Funds
July 1, 2012 - June 30, 2013

<u>COMPONENTS:</u>	<u>Funding Total</u> <u>2012-2013</u>
1. FILM INDUSTRY OUTREACH AND LOCAL FACILITATION	\$73,900
<ul style="list-style-type: none">■ Proactively seek new film business and professionally respond to inquiries annually■ Identify potential opportunities for film production and marketing contacts■ 24/7 assistance with film production requests, trouble-shooting and community liaison■ Location scouting, photography, scanning and expansion of new resources and film site locations, including increased visibility for North and South County as well as the Salinas Valley■ Coordination of locations and logistics in pre-production■ On-going promotion of statewide incentive programs■ Maintain sound office and financial management systems■ Coordination of local student interns and local crew job experience■ Administration and support for the Film Student Scholarship & Awards program■ Office administration for MC Economic Development meetings and reports■ Film Liaisons In California Statewide (FLICS) - October■ California Only Trade Show (CA Film Commission/FLICS) - April■ Assn. of Film Commissions International (AFCI) Show - Summer■ Professional dues and annual memberships■ Training and professional development (industry related)■ On location assistance for scouts, production companies and community relations	
2. FILM INDUSTRY MARKETING AND PROMOTIONS	\$30,000
<ul style="list-style-type: none">■ Development of collateral/promotional materials■ Trade journal advertising■ Direct mail campaigns to industry professionals■ Communications and public relations branding initiatives■ eNewsletters to local residents, jurisdictions, trade organizations, and film industry professionals■ Social media development and campaigns to propel marketing messages■ Website expansion, maintenance and continuous content development■ Reel Scout location library upgrades and expand usage of contact management system■ Jurisdictional updates for permits and municipal contact information	

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 (continued)

<u>COMPONENTS:</u>	Funding Total <u>2012-2013</u>
3. EDUCATION AND WORKFORCE	\$17,500
<ul style="list-style-type: none"> ■ Expansion of MCFC's online Film Production Resources Guide to further increase local hires, broaden countywide coverage, and assess new areas of workforce development opportunities ■ Collaborate with CSUMB's Teledramatic Arts & Technology Dept., Monterey Peninsula College, Hartnell, MCAET, and advanced HS film programs to enrich Monterey County's labor pool ■ Increased exposure for local crew hires ■ Enhancement of film industry related job skills to increase overall economic prosperity through REEL Jobs and 'Focus on Film' lectures ■ Survey indigenous businesses for better film industry impact statistics and reporting ■ Research economic impact of film production activities on Monterey County businesses ■ Assess film production and film commission best practices at regional (greater SF Bay Area), state (CA Film Commission) and international (AFCI) levels. ■ Research technology and cost for MCFC's upgrade to Mobile Apps, computer applications, etc. 	
4. COUNTYWIDE COLLABORATIONS	\$9,500
<ul style="list-style-type: none"> ■ County-wide branding of MCFC and other collaborative partnerships ■ Continued development, penetration and fundraising through MCFC's "REEL Friends of the Film Commission" support organization ■ Develop joint grant making opportunities with community partners ■ Enhance group business for the tourism industry through film production activities ■ Study impact of Monterey County's exposure in media (movies, commercials, advertising, etc.) on future tourism spend ■ Leverage County funding with collaborative ventures with DSA partners MCCVB and the Arts Council for Monterey County, and other economic pillars, for co-op expense and advertising cost-sharing 	
Total at TOT Formula	\$130,900 =====