



Work Plan and Budget Utilizing County Funds
July 1, 2025 - June 30, 2026
(Board Approved on 2/28/25)

Goal 1 – Increase Film Industry Outreach and Local Facilitation Efforts **\$169,724**

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 and encourage local workforce opportunities.

Measures:

- 1a. Attract and facilitate the number of inquiries and contacts as summarized in Film Commission records, as compared to the previous year and increase by 3% from 304 to 313.
- 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 5% from 125 to 131.
- 1c. Estimate the total spend from film production, as compared with a 3-year average, and increase by 5% from \$3.28M to \$3.44M.

Goal 2 – Expand Reach of Advertising and Promotions **\$100,000**

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

Measures:

- 2a. Increase promotional placements in film trade industry and other media, as compared to the previous year and increase by 5% from 42 to 44.
- 2b. Expand reach from film trade advertising and media exposure, as compared to the previous year and increase by 5% from 2,352,391 to 2,470,010.
- 2c. Track website (unique visitors) for propelling marketing message and MCFC brand exposure as compared to previous year and increase by 10% from 16,216 to 17,838

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

Countywide branding of MCFC, partnering with DSA members, businesses, and educational institutions to leverage support and raise awareness of MCFC's value and economic impact.

Measures:

- 3a. Expand the number of collaborative community relationships, as compared to the previous year and increase by 5% from 51 to 54.

Total **\$289,724**
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