



Work Plan and Budget Utilizing County Funds
July 1, 2021 - June 30, 2022
(Approved 5.13.21)

Goal 1 – Increase Film Industry Outreach and Local Facilitation Efforts **\$163,775**

Influence quantity of film inquiries through timely 24/7 ‘Best Practices’ responsiveness. Increase the number of film productions that select Monterey County as their location destination and expand the 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 15% from 196 to 225.
- 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 15% from 61 to 70.
- 1c. Estimate the total spend from film production, as compared with a 3-year average, and increase by 10% from \$3.32M to \$3.65M.

Goal 2 – Expand Industry Marketing and Promotion Opportunities **\$78,000**

Marketing and communication about Monterey County to film production industry.

Measures:

- 2a. Increase promotional placements in trade industry and other media, as compared to the previous year and increase by 10% from 32 to 36.
- 2b. Expand reach from film trade advertising, as compared to the previous year and increase by 10% from 1,921,316 to 2,113,448.
- 2c. Track website (unique visitors) for propelling marketing message, as compared to previous year and increase by 15% from 13,953 to 16,046.

Goal 3 – Expand Countywide Collaborations **\$30,000**

Countywide branding of MCFC, leveraging County funds with DSA partners, economic pillars, and educational institutions.

Measures:

- 3a. Expand the number of collaborative community partnerships with local organizations, as compared to the previous year and increase by 10% from 42 to 46.

Total **\$271,775.00**
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