

TDC Film Development Subcommittee Meeting

February 8, 2023 – 1:00 pm – Clay County Administration Conference Room A



Clay County Film Development- Current Efforts:

Historically, film development in Clay County has been reactive and not proactive in targeting film makers. The TDC Film Development Subcommittee would like to change this. This decision is based on the potential in ROI for Clay County, which will be done through destination marketing, TDT collections, and economic impact.

The suggested steps with moving forward with film development in Clay County is to start with creating a strong foundation. This includes creating a Clay County Film Permit, creating a budget line and having dedicated funding for film development, creating a tool kit for film makers which would include a destination database, industry and facility contacts, accommodation connections, permits, etc.

Filmmaking Industry:

Van Royal and Eric Woods were invited to the Subcommittee meeting because of their knowledge of Filmmaking Industry. Van Royal is a relator whose son is a Filmmaker. Eric Woods is a passionate filmmaker with knowledge of all aspects of the Industry. They both gave their insights of what filmmakers are looking for when scouting locations. They emphasized the importance of having a database for everything filmmakers will need during their time in Clay County. The easier the process, the more incentive for Filmmakers to come here for their filming projects.

Film Permits:

The TDC Film Development Subcommittee would like to move forward with researching and implementing a Film Permit and process. This will ensure that there is visibility on the current film efforts happening in Clay County from local and visiting film developers. This will help with tracking ROI for the film development initiative. The Permit will not have a fee and we want to ensure that the Filmmakers are insured and bonded. The first step for implementing a Film Permit is getting an Ordinance. We also want to look into creating an internship/volunteer project for Filmmaking in Clay County.

Budget:

Currently there is no budget allocation set for film development. The Film Development Subcommittee would like to ask for a budget allocation and “seed” money in order to help create a foundation for film development in Clay County. This money would go towards the purchasing of tools to help build a destination database as well as marketing efforts, targeting film makers to market the destination as a film location.

Next Steps for the TDC Film Subcommittee:

- Look at examples on the agenda and come back with feedback
- Start the process of getting an Ordinance
- Creating a database for Filmmakers

