

EXHIBIT D
PROGRAM PERFORMANCE REPORT

AGENCY: Tampa Hillsborough Film & Digital Media Commission

PROGRAM: Television and Film Industry Marketing and Promotional Services

REPORT PERIOD October 2019 THROUGH December 2019

PERCENTAGE OF AGREEMENT COMPLETED 25%

I. ACCOMPLISHMENTS:

- Attended Q1 Film Florida Meeting
- Attended Women in Film and Television Jingle Mingle
- Hosted December Networking event for Bay Area production companies
- Continued Social Media initiative, maintaining leadership status amongst state film commissions.
- Hired new Production Manager, Hilary Webber
- Legislative trip to Tallahassee – met with BALD delegation
- Continued ongoing Studio Impact Study with HCP & Associates
- Conducted meetings with
 - TBCN
 - Diamond View
 - Contender
 - Nat Geo
 - Litewave Media
 - Red Gear Studios
 - Cineview Studios

- Permits Processed YTD
 - 60
- Room Nights YTD
 - 297
- Local Expenditures YTD
 - \$957,735

II. PROBLEMS:

Several high profile productions that were supposed to shoot in Q1 pushed further into this fiscal which resulted in a smaller production spend than in previous quarters. We also see a shift in TV production schedules that had previously shot in Q1 starting earlier reflecting on Q4 metrics from the previous fiscal. Those shows have committed to additional seasons and should be reflected later this fiscal year. Overall production activity is up however which indicates a healthy start to commercial season.

III. STATUS REPORT ON PROVISION OF SERVICES: (include report period and year-to-date)

<u>UNITS OF SERVICE PROVIDED</u>	<u>ANNUAL PROGRAM GOAL</u>	<u>REPORT PERIOD</u>	<u>YEAR TO DATE</u>	<u>% OF GOAL COMPLETED</u>
Marketing and Promotional Services	<u>4</u>	<u>1</u>	<u>1</u>	<u>25%</u>

IV. OTHER COMMENTS:

SUPPORTING ATTACHMENTS: With each Performance Report, Agency will provide the following: a program performance report must provide details for each period and at year end, documenting the progress in delivering marketing and promotional services, as detailed in the agreed Scope of Services, as part of Exhibit A.