

**PROGRAM DESCRIPTION**

**Department: Economic Development** \_\_\_\_\_

**HB Section(s): 7.125** \_\_\_\_\_

**Program Name: Missouri Film Office** \_\_\_\_\_

**Program is found in the following core budget(s): Missouri Film Office**

**1a. What strategic priority does this program address?**

Laser Focused and Customer Centric

**1b. What does this program do?**

- The Missouri Film Office works to bring film, television, commercial and web production to Missouri and to promote the growth of the film and video production industry within Missouri by marketing Missouri to filmmakers through in-person meetings, distribution of marketing materials, and social media; responding to inquiries about possible Missouri projects; providing filmmakers information about available city and state resources; setting up location scouting trips; and providing logistical support during filming. The office also coordinates the Missouri Stories Scriptwriting Fellowship Program, an initiative to increase the number of film and TV scripts set in Missouri.
- The one-person office partners with the Kansas City Film Office as well as film liaisons in Convention and Visitors Bureaus across the state to leverage the Office's resources.

**2a. Provide an activity measure(s) for the program.**

	FY2018		FY2019		FY2020		FY2021	FY2022	FY2023
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
<b>Film Projects Assisted</b>	180	188	190	184	190	133	130	140	150
<b>Film Office Web Site Visits</b>	10,000	11,218	11,220	11,813	11,900	11,934	12,000	12,000	12,000
<b>Mo Stories Script Submissions</b>	50	52	55	45	50	79	80	80	80

Note 1: Film projects assisted include feature films, short films, TV series and episodes, web content, music videos, film festivals, and film events.

Note 2: Due to Covid-19 shut downs, there was a steep drop in productions from March - June 2020.

**2b. Provide a measure(s) of the program's quality.**

**Satisfaction with Assistance Provide by the Missouri Film Office**

	FY2018	FY2019		FY2020		FY2021	FY2022	FY2023
	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
<b>Extremely or Very Satisfied</b>	91.7%	93.0%	86.7%	93.0%	94.3%	95.0%	95.0%	95.0%

Note: The Missouri Film Office has developed a survey to determine the satisfaction with the projects assisted annually by the Missouri Film Office. Satisfaction was measured on a 5-point scale: not at all satisfied, somewhat dissatisfied, moderately satisfied, very satisfied, or extremely satisfied. For FY2020, the survey was sent to 134 people who had contacted the Film Office for assistance and/or attended a Film Office education session. Forty-one people responded to the survey.

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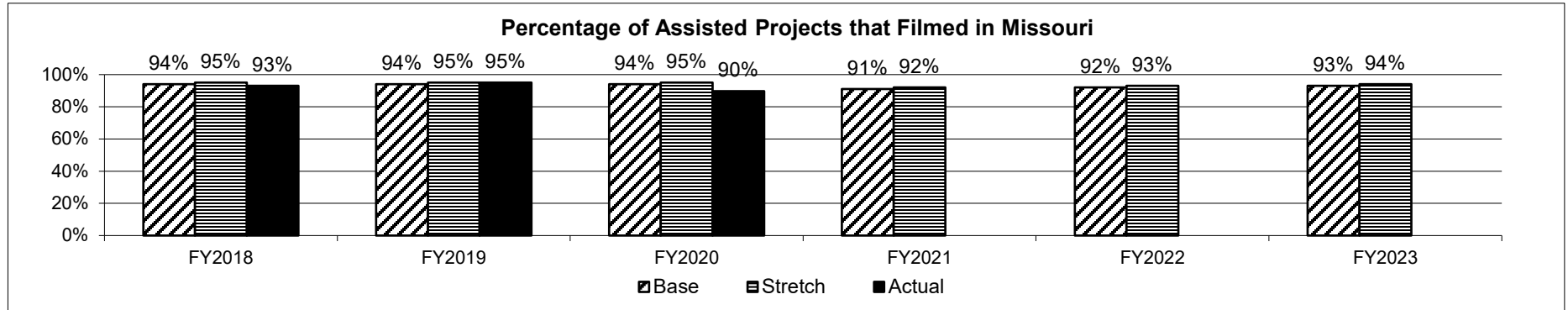
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**2c. Provide a measure(s) of the program's impact.**



Note 1: Measure calculated by dividing the number of projects filming in Missouri by the total number assisted by the Film Office. Base/Stretch goals indicate continued strength in conversions.

Note 2: Due to Covid-19 shut downs, there was a steep drop in productions from March - June 2020.

**Share of Film Projects that Filmed in Missouri as a Direct Result of a Missouri Film Office Effort**

	FY2018 Actual	FY2019 Projected	FY2019 Actual	FY2020 Projected	FY2020 Actual	FY2021 Projected	FY2022 Projected	FY2023 Projected
<b>Absolutely or Very Much Influenced</b>	22.2%	24.0%	55.5%	26.0%	35.3%	35.0%	35.0%	35.0%
<b>Moderately or Slightly Influenced</b>	16.7%	17.0%	22.3%	19.0%	29.4%	25.0%	25.0%	25.0%
<b>Not at all Influenced</b>	61.1%	59.0%	22.2%	55.0%	35.3%	30.0%	30.0%	30.0%

Note: The Missouri Film Office has developed a survey to determine what share of the film and television productions assisted annually chose to film in Missouri as a direct result of the Film Office's efforts. The performance measure compares the percentage of productions indicating that Missouri Film Office assistance was very influential in their decision to locate in Missouri to all productions assisted.

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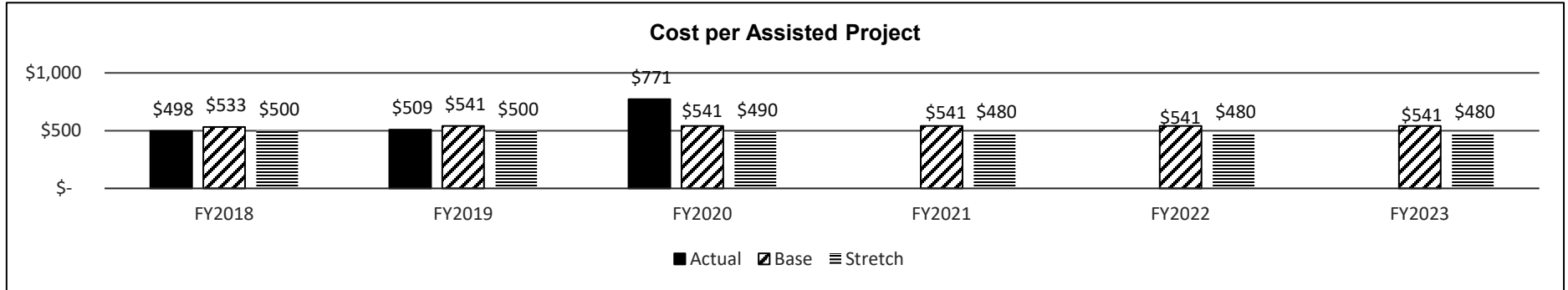
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**2d. Provide a measure(s) of the program's efficiency.**



Note: Measure calculated by dividing the cost of the Film Office Operations by the number of Film Projects Assisted. Base target assumes consistent costs and film project activity. In FY2018, a \$10,000,000 restriction in Division of Tourism resulted in fewer film office expenditures.

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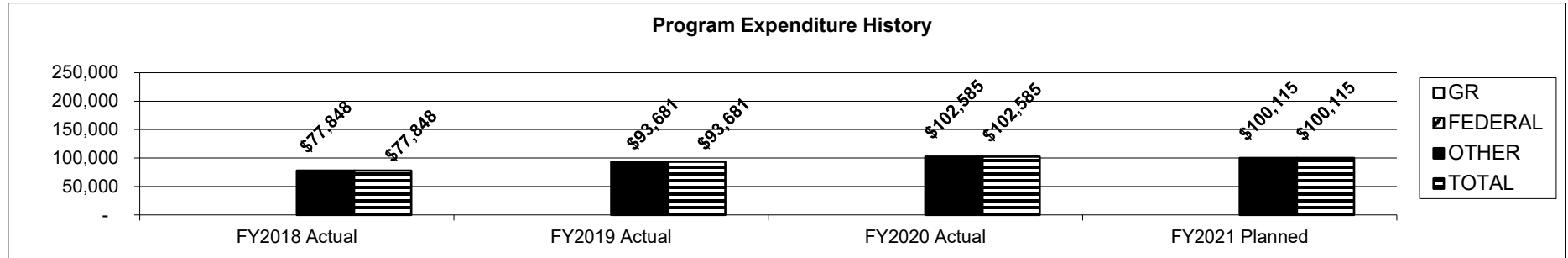
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**3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)**



Note: The FY2018 actual expenditures were down due to a \$10,000,000 restriction in cash in Division of Tourism. The FY2021 planned expenditures are lower than the appropriated amount due to a \$8.5M GR transfer restriction.

**4. What are the sources of the "Other " funds?**

Tourism Supplemental Revenue Fund (0274)

**5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)**

Section 620.1200, RSMo.

**6. Are there federal matching requirements? If yes, please explain.**

No

**7. Is this a federally mandated program? If yes, please explain.**

No