

PROGRAM DESCRIPTION

Department: Economic Development _____

HB Section(s): 7.135

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?

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 in Missouri. It works toward this goal by marketing Missouri to filmmakers through in-person meetings, distributing marketing materials; utilizing 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. Since 2014, the Film Office has coordinated the Missouri Stories Scriptwriting Fellowship Program, an initiative to increase the number of film and TV scripts set in Missouri. In 2021, the Missouri Stories Production Lab was launched to further increase production in-state.
- 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 available resources.

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

	FY2020		FY2021		FY2022		FY2023	FY2024	FY2025
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
Film Projects Assisted	190	133	130	106	130	144	150	170	180
Film Office Web Site Visits	11,900	11,934	12,000	17,035	17,500	11,720	15,000	16,000	17,000
Mo Stories Script Submissions	50	79	80	92	95	73	80	90	95

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

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

Satisfaction with Assistance Provide by the Missouri Film Office

	FY2020		FY2021		FY2022		FY2023	FY2024	FY2025
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
Extremely or Very Satisfied	93.0%	94.3%	95.0%	81.8%	85.0%	84.9%	87.0%	90.0%	92.0%

Note: The Missouri Film Office developed an annual survey to determine the satisfaction of production staff it assists. Satisfaction was measured on a 5-point scale: not at all satisfied, somewhat dissatisfied, moderately satisfied, very satisfied, or extremely satisfied. For FY2022, the survey was sent to 244 people who had contacted the Film Office for assistance and/or attended a Film Office education session. 76 people responded to the survey.

PROGRAM DESCRIPTION

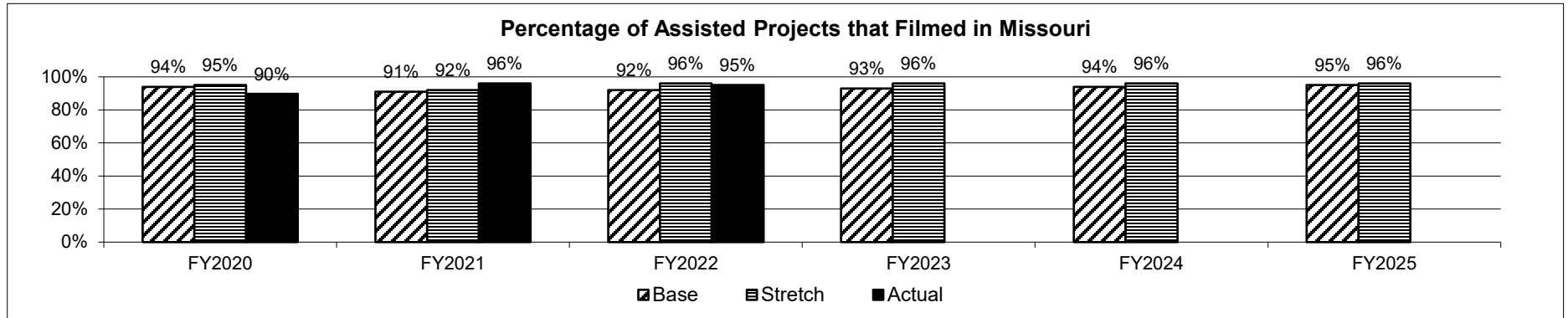
Department: Economic Development

HB Section(s): 7.135

Program Name: Missouri Film Office

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

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



Note: 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.

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

	FY2020		FY2021		FY2022		FY2023	FY2024	FY2025
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
Absolutely or Very Much Influenced	26.0%	35.3%	35.0%	32.5%	35.0%	48.1%	49.0%	50.0%	50.0%
Moderately or Slightly Influenced	19.0%	29.4%	25.0%	30.0%	30.0%	14.8%	21.0%	20.0%	20.0%
Not at all Influenced	55.0%	35.3%	30.0%	37.5%	35.0%	37.0%	30.0%	30.0%	30.0%

Note: The Missouri Film Office developed an annual survey to determine what share of film and television productions it assisted chose to film in Missouri as a direct result of that assistance. 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.

PROGRAM DESCRIPTION

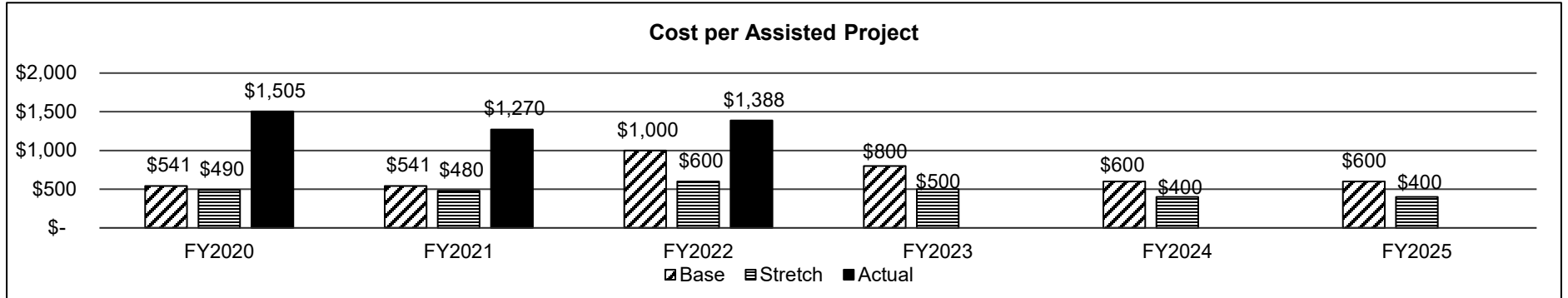
Department: Economic Development

HB Section(s): 7.135

Program Name: Missouri Film Office

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

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.

PROGRAM DESCRIPTION

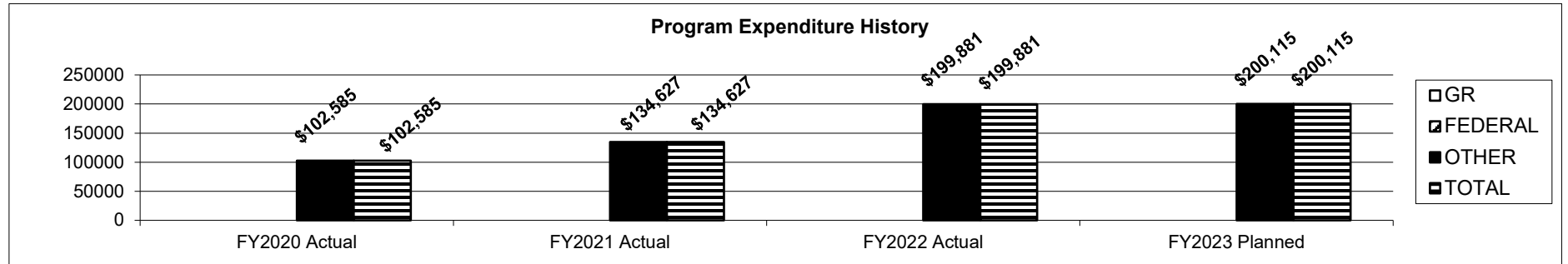
Department: Economic Development _____

HB Section(s): 7.135 _____

Program Name: Missouri Film Office _____

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

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.)



In FY2020, the total restriction on the GR transfer was \$6,479,780; however, nothing was restricted from the Tourism Supplemental Fund spending authority. The Film Office did not spend its entire appropriation due to the shortage of cash.

In FY2021, the Film Office had around \$15,000 in FY2021 invoices paid in July and August. In addition, there were three large, out-of-state marketing events cancelled due to concerns related to COVID-19.

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