

# Regional Film Office Program Guidelines

Program Guidelines | September 2008

> ready > set > succeed



## TABLE OF CONTENTS

I.	Introduction.....	3
II.	Eligibility .....	3
III.	Eligible Expenses.....	4
IV.	Application Process .....	5
	A. General.....	5
	B. Selection Process.....	6
V.	Distribution of Grant Funds & Progress Reports.....	7
VI.	Contract Management.....	7
VII.	Vendor Registration .....	8
VIII.	Branded Logo.....	8
IX.	Contact Information .....	9

## **I. Introduction**

The Regional Film Office Marketing Grant program (the “Program”) is supported by the Pennsylvania Film Office and provides funding to Regional Film Offices that promote and facilitate film and television production in Pennsylvania as a means to increase economic activity and create jobs in the Commonwealth. The Program also supports organizations that provide best practices and shared knowledge while creating links between the film and television industry and the Commonwealth.

## **II. Eligibility**

Non-profit organizations whose sole purpose is to promote the growth and expansion of the film and television industry in Pennsylvania are eligible to apply. Organizations must be a member in good standing of the Association of Film Commissioners. One or more staff must have completed the Film Commission Professional course. Applicants are encouraged to collaborate with the relevant regional Destination Marketing Organizations (DMO) in developing and submitting a grant application.

Grant recipients must be able to:

- Serve as the primary point of contact for the Pennsylvania Film Office in the region served subject to the following limitations: (1) all inquiries relating to the Film Tax Credit Program will be referred to the Pennsylvania Film Office; and (2) no information, press release or other written or verbal communication relating to: a) any film or television project with an application for a film tax credit or other state incentive; or b) the activities and operations of the Pennsylvania Film Office may be disclosed or published in any manner via any media without the prior written approval of the Pennsylvania Film Office.
- Assist the Pennsylvania Film Office in documenting, collecting and analyzing information relating to film and television industry activity in the region.
- Serve as the primary point of contact and liaison to local, regional and state government entities for filmmakers and other industry participants in the region served.
- Serve as the primary point of contact and liaison to the community for filmmakers and other industry participants in the region served.
- Provide filmmakers and other industry participants with all information necessary and useful to a film or television project before, during and after completion of the production.
- Provide a detailed written report to the Pennsylvania Film Office for all scripts for projects in their region within five business days of receipt of the script.
- Maintain an active and up to date website with links to FilminPA.com.

- Demonstrate that they have a cash match equal to or in excess of 25% of the amount of the requested grant; the cash match cannot include other state dollars; in-kind contributions; or pro-bono services.

### **III. Eligible Expenses**

Eligible expenses include:

- Salaries or Wages – includes reasonable salaries and wages for personnel directly involved in the day-to-day activities of the Film Office as they relate to promotional and advertising activities.
- Advertising – includes all advertising costs including media, talent, production and related direct costs incurred by the film office or its contracted agency. Media includes TV and radio broadcast, magazine and newspaper print, outdoor advertising, trade publications, web site development and production of public service announcements in all categories.
- Printing – includes all costs of paper stock and printing of applicant’s informational and promotional materials, brochures, banners and direct marketing pieces, including photos, stickers, badges and pins.
- Postage – includes all mailing and shipping costs.
- Promotion/Public Relations - including costs of travel for sales missions, trade shows, sales promotion, registration fees for tourist-related meetings and educational seminars, audio visual presentations, photographic supplies, advertising specialty items.
- Travel/Entertainment – includes transportation costs, mileage reimbursement on employee vehicles used for promotional purposes, lodging and meals (excluding alcoholic beverages).
- Promotional consultants, contractual services and research – includes the cost of consultants and contractual services hired on a project basis directly relating to promotional or advertising activities.

Ineligible expenses include:

- Personnel benefits, including food/entertainment to employees or volunteers
- Capital expenditures
- Costs associated with fundraising activities, galas or benefits
- Purchase of any alcoholic beverages
- Payment of any state or local taxes
- Vehicle rentals, leases or purchases
- Loans
- Insurance

## **IV. Application Process**

### **A. General**

To apply for funding, the applicant must submit the on-line Department of Community and Economic Development (DCED) Electronic Single Application for Assistance via [www.newPA.com](http://www.newPA.com). Electronic applications will be accepted throughout the Fiscal Year beginning July 1, 2008. An applicant must follow the detailed instructions for completing the DCED Electronic Single Application for Assistance.

The narrative to be submitted with the Single Application should not exceed four pages in length and must include:

- Description of the applicant, including general purpose or mission statement
- A description of the region to be served, which must consist of no less than five contiguous counties not currently served by a regional film office.
- Identification of the need for assistance, the amount requested, the projects and activities to be funded with the proceeds of the grant and the organization's project goals.
- Identification of measurable outcomes including jobs created or retained, result of marketing activities to attract film producers, tradeshow leads, etc.
- Project Plan and Schedule with key milestones and dates.
- A budget, including the amount and source of matching funds and documentation to support projected budget costs. Note: A detailed scope of services must be submitted with the application for any consulting, legal or accounting fees included in the project budget.
  - Board authorization and proof of non-profit status
  - Hard copy of the signature page from the Single Application filed online.
  - Samples of local, regional and national marketing materials used in the past.

In addition to the information to be supplied in the Single Application, an applicant must:

- Demonstrate organizational stability and capacity to carry out the responsibilities outlined above.
- Demonstrate the ability to document, collect and analyze information and data relating to film and television industry activity in the region and to report on findings, outcomes and impacts.
- Provide evidence that it is a member in good standing of the Association of Film Commissioners International and one or more staff has completed the Film Commission Professional course.

- Demonstrate that it has successfully hosted film and television production activities on at least two occasions over the past 24 months, either alone or in collaboration with regional DMO.
- Provide marketing collateral materials, promotional documents, and data reflecting positive outcomes of film and television activity in the region in which they played a significant role during the past 24 months.

DCED reserves the right to request additional information, explanation, clarification or revision of funding requests.

## **B. Selection Process**

This grant program is highly competitive. Grants will be awarded based upon whether the applicant meets the eligibility criteria and thoroughly demonstrates that it will:

- work in close collaboration with the Pennsylvania Film Office to fulfill its goals and objectives, including but not limited to:
  - creating links between the film and television industry and the Commonwealth;
  - promoting and facilitating film and television production in Pennsylvania as a means to increase economic activity and create jobs in the commonwealth.
- work in close collaboration with the community, regional governmental and non-governmental entities, filmmakers and other industry participants.
- adopt and utilize best practices and shared knowledge.
- achieve the goals, objectives and outcomes identified by the applicant in its application.

Successful applicants will be notified by the Pennsylvania Film Office by letter. The applicant will receive a contract and a payment requisition form to be signed and returned to the Pennsylvania Film Office.

## **V. Distribution of Grant Funds & Progress Reports**

Up to 50% of the funds can be drawn down on the first invoice and an additional 50% can be drawn down at anytime after the first progress report is submitted.

Progress Reports are due January 31 (for the period covering July 1 – December 31) and July 30 (for the period covering January 1 – June 30). Each report must provide a detailed overview of activities completed during the reporting period and the measureable outcomes. Copies of promotional materials, brochures, ads, etc should be included as part of the report.

Progress Reports should be mailed, emailed or faxed to:

Janice Collier, Director of Grants & Finance  
Pennsylvania Film Office  
Department of Community & Economic Development  
Commonwealth Keystone Building  
400 North St., 4<sup>th</sup> Floor  
Harrisburg, PA 17120-0225  
[jacollier@state.pa.us](mailto:jacollier@state.pa.us)  
Fax: 717-787-0687

## **VI. Contract Management**

The applicant must maintain full and accurate records with respect to the project. Access to records must be available to the Pennsylvania Film Office (including invoices for goods and services and other relevant data and records), as well as the right to inspect all project work. The applicant will promptly furnish all data, reports, contracts, documents, and other information requested by the Pennsylvania Film Office.

An applicant may not make or authorize any substantial change to an approved project without first obtaining the Pennsylvania Film Office's consent in writing.

Funds will be directly deposited in grantees' bank accounts via Automatic Clearing House (ACH) transfer of funds in accordance with the grant contract.

Approved grants in the amount of \$100,000 or more require the grantee to provide a project audit prepared by an independent certified public accountant as defined under Pennsylvania law. The Single Audit performed for Federal audit purposes (A133) is not acceptable. Grants under \$100,000 require the grantee to submit a closeout report with appropriate supporting documentation identifying the expenditures of State funds consistent with the approved contract budget.

Organizations that are not compliant with audit or closeout report requirements for prior contracts with the Pennsylvania Film Office or the Department of Community and Economic Development (DCED) are ineligible to receive additional financial assistance from DCED until such audit or closeout report requirements are met.

Failure to comply with these Guidelines may result in penalties, including repayment of funds with interest.

When a project is funded, the recipient must place the grant funds in an interest bearing account. Any interest earned on invested grant funds must be returned to the Commonwealth.

## **VII. Vendor Registration**

An applicant must be registered with the Commonwealth's Vendor Registration System before a grant may be approved. The system tracks information regarding all vendors that do business with or receive grant funds from the Commonwealth and assigns a vendor number to the organization. In the event an application is funded, the grantee must be registered in this system before a contract can be issued.

If you have any questions regarding vendor registration status, please contact the Central Vendor Management Unit at the address and phone number below. Please have your nine digit Federal Identification number available when you call.

Commonwealth of Pennsylvania  
Central Vendor Management Unit  
Bureau of Financial Management  
6th Floor, Verizon Tower  
Strawberry Square  
303 Walnut Street  
Harrisburg, PA 17101-1830  
1-866-775-2868

**If an organization is not registered with the Vendor Registration System, please visit <http://www.vendorregistration.state.pa.us>. Click on the Non-Procurement Registration Form link and follow the instructions.**

## **VIII. Branded Logo**

Advertising, promotional and marketing materials should include a prominent display of the Pennsylvania Film Office logo. In addition, the logo should also be included on web sites, specialty items, displays, exhibits and any other related promotional material. A high res image of the logo can be found at [www.filminpa.com](http://www.filminpa.com).

## **IX. Contact Information**

All Single Application inquiries should be directed to:

Department of Community and Economic Development  
Customer Service Center  
Commonwealth Keystone Building  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225  
1-866-466-3972  
E-mail: [ra-dcedcs@state.pa.us](mailto:ra-dcedcs@state.pa.us)

For more information regarding Pennsylvania's Regional Film Office Marketing Grant program, please contact Jane Saul, Director of the Pennsylvania Film Office at 717-783-3456 or email [jsaul@state.pa.us](mailto:jsaul@state.pa.us).