



Film SLO CAL Liaison Scope of Work and Contract Parameters

OVERVIEW:

Type: Contract Work

Location: San Luis Obispo County

Rate: \$30 per hour, Pre-approved program-related expenses to be reimbursed

Hours: 40-60 hours per month, hours beyond 50 require prior previous written approval

Travel: 3-5 regional trips per year, 4-8 days total

Goal: Increase filming and film investment in San Luis Obispo County through sales, promotion, relationship management, services and events.

ORGANIZATION DESCRIPTION:

Visit SLO CAL (VSC) is the non-profit countywide destination marketing and management organization (DMMO) for San Luis Obispo County. Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, breweries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county.

Film SLO CAL (FSC) is a department of VSC, and is responsible for marketing, reporting and promoting filming in SLO CAL. By leveraging strategic marketing initiatives, Film SLO CAL attracts film, commercial and TV production projects to San Luis Obispo County with the goal to increase the overall direct spend of filming in SLO CAL. For more information, visit SLOCAL.com or FilmSLOCAL.com.

SCOPE OF WORK:

Permits, Locations and Productions:

- Act as the first and main point of contact for all filmmakers looking to shoot in SLO CAL, responding to their inquiries within 24 business hours or less, depending on the urgency
 - Provide all permitting information to filmmakers and brief them on requirements
 - Provide information, recommendations, referrals and follow-up for filming inquiries
 - Act as a liaison between the filmmakers and permitting partners
 - Facilitate location selection and act as liaison between filmmakers and location contacts
 - Record all communication data in the CRM
- Update all consumer-facing information, resources and content
 - Maintain and add to the Film SLO CAL website, the Barberstock Location Library and the additional vendor and crew lists on the Film SLO CAL website



- Manage content development for Film SLO CAL
- Research new locations and attend location scouts when needed
- File and manage permits for Visit SLO CAL destination marketing film projects

Advertising, Marketing and Tradeshow:

- Update the Film Commission Marketing Plan each year
- Work with the Visit SLO CAL marketing team to identify film industry marketing opportunities
 - Research and attend American Film Market, the FLICS Film in CA Conference and other industry networking events and tradeshow (8-10 travel days per year)
 - Manage the creation of advertising collateral along with the Visit SLO CAL team
 - Create a strategic social media schedule and post multiple times a week
- Create quarterly marketing newsletters to go to all filming contacts in MailChimp
 - Maintain and add to the list of filming contacts in MailChimp and the CRM

Reporting:

- Solicit filming and spend data from permitting offices, film project contacts and private property locations
- Track all film productions, contacts and reporting data via the CRM and a spreadsheet
 - Use film production spend data to create a direct spend multiplier
- Report filming production activity and statistics monthly to the Visit SLO CAL team
- Work with Visit SLO CAL Communications team to promote filming economic impact annually

Proactive Outreach and Familiarization Trips:

- Track and research new opportunities for proactive outreach to the film industry about SLO CAL's locations
- Attend networking events to discover and pitch filming opportunities in SLO CAL
- Host one sought-after film producer or location manager each month
 - Assess location needs and create an itinerary, working with local partners
- Host up to 10 location managers for a two-day familiarization trip in partnership with the SLO International Film Festival

Partner and Organization Management:

- Educate hospitality partners, stakeholders, permitting partners and other community members about Film SLO CAL and its goals and the economic benefits filming brings to SLO CAL
- Coordinate and host semi-annual permitting partner meetings
- Attend FLICS board meetings in person or via phone, and fulfill the new film commissioner requirements
- Manage strategic partnership with the SLO International Film Festival and any other filming events that apply for in-kind sponsorship benefits
- Maintain strong relationships with location owners, hospitality partners and stakeholders
- Attend/call into Visit SLO CAL meetings as needed
- Attend other Visit SLO CAL events as needed



- Assist Visit SLO CAL team with budget reporting, planning and tracking expenses for FSC monthly and annually

CONTRACTOR REQUIREMENTS:

- Experience and skills in networking, proactive sales and relationship management
- Strong verbal, interpersonal and written communications skills
- Familiarity with copywriting, social media and email marketing
- Ability to work independently and collaboratively when needed
- Possess a general knowledge of the film industry and the processes for permits and finding locations
- Has a familiarity with the geography and landscape that San Luis Obispo County has to offer, and is able/willing to do research to become an expert on SLO CAL
- Holds strong professional values, is open to feedback that strives for continuous improvement
- Has a valid business license in the state of California
- **Insurance:** Must carry, and provide proof of, the minimum following insurance at all times during the term of this Agreement: Commercial General Liability - \$2M; Professional Liability - \$1M and Automobile Insurance – Full Coverage.

For more information or to apply, visit www.SLOCAL.com/Jobs.

To apply for this contract, please send a résumé and cover letter, including a description of why you are interested in the contract to Info@SLOCAL.com.