

# MADDEN MEDIA

## Film Commission Partnerships

*Let's Get To Know Each Other...*



# Let's Work Together: Two Ways to Build the Buzz

Let's Roll. How We Partner with Film Commissions.

## Launch Project: For the Big Debut or the Next Big Move

- **Studio Announcement:** Make your entry loud, proud, and camera-ready.
- **Film-Friendly Program Push:** Launch local perks getting productions interested.
- **Incentive Rollout:** Unpack what makes filming here a smart move—for producers and the community.
- **What it can look like:** A 3-month build-up (branding, planning, content), followed by a 3-month campaign blitz (PR, digital, industry-facing activations).

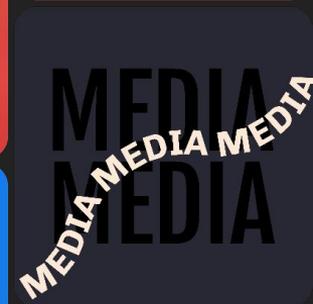
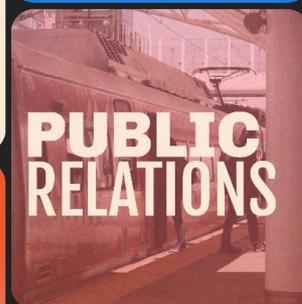
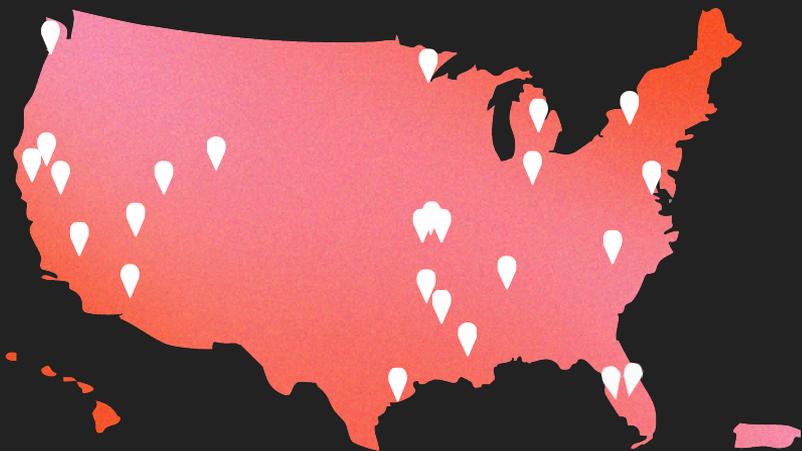
## Retainer Partnership: For Ongoing Impact + Strategic Growth

- **Year-Round Marketing, Covered:** Film tourism, PR, digital campaigns, and brand elevation.
- **Key Industry Relationships, Managed:** Think producers, DMOs, legislators, and crew networks.
- **Media Visits, Handled:** Seamless scout trips, journalist hosting, filmmaker spotlights.
- **Festivals + Panels, Programmed:** Events that drive visibility and give your region a seat at the table.
- **Social + Influencer Work, Active:** Highlighting your community's screen-worthiness all year long.



# Our Experience (What we bring)

At Madden, we bring full-scale film marketing, strategy and tourism under one roof—PR, SEO, creative, community strategy, and the film economy know-how to back it up. Our research team doesn't stop at STR reports and hotel data. We tap into 40+ years of traveler intel, cultural trends, economic impact models, and industry insight from working with 200+ communities across the country annually. We don't guess what will get your location picked for the next big screen hit—we know. That's our edge. And it's built to put your community on the industry's radar and in the production pipeline.



# In-House Expertise



**Jessica Hill**

*SVP, FILM & DESTINATION STRATEGY*

Jessica brings a rare blend of film marketing, destination leadership, and economic development expertise to Madden. As former Vice President of Marketing and Film Commissioner for Visit Fort Worth, she launched and led the Fort Worth Film Commission, helping attract hundreds of productions that generated more than \$700 million in economic impact, supported 30,000 local jobs, and drove more than 70,000 hotel room nights.

With additional experience at FOX Broadcasting leading campaigns for major entertainment brands and series, Jessica now leads Madden's film and entertainment vertical, helping communities grow their screen industry presence with strategy, credibility, and measurable impact.



**Matt Stiker**

*SVP, BRAND STRATEGY*

Matt's 10 years at FilmSF provide him with a rich perspective on the complexities and challenges of attracting productions to destinations.

In addition, his dozens of years overseeing global productions for brands such as adidas, Coca-Cola, Xbox and ESPN allow him to see things from the production side. Matt will inform and guide the development of brand strategy, to shape a unified, future-forward marketing platform that positions your community as a premier destination for film and television production.

# Our Proposal

## Your Story, in Cinemascope + Our Director's Cut Approach.

Whether your community has a well-oiled film commission or you're still figuring out what that even means—we can help. From building the foundation from scratch to supercharging what's already working, we know how to make your location camera-ready.

We get it, there are a lot of agency options. As a means of throwing our hat in the ring, here's a quick look at how we approach partnership. Think of us as your behind-the-scenes crew—quietly brilliant, fiercely creative, and always rooting for your win.

- **Spotlight-Worthy Strategy:** From film commissions to curious communities, we help you roll out the red carpet with creative tactics that drive economic growth and screen-time success.
- **Production-Ready Foundations:** We build the toolkit—from incentives to local workforce pipelines—that makes your location the obvious “yes” for film and TV.
- **Marketing That Rolls Credits:** Campaigns, on-set support, PR, and content collaborations—all crafted to make your story unforgettable (and unmissable).
- **Industry Connections That Matter:** We put your name in front of studios, scouts, influencers, and press—then help you own the room at every pitch, party, and premiere.

Ready to roll camera? Because your community has main character energy—and we're here to make it undeniable.

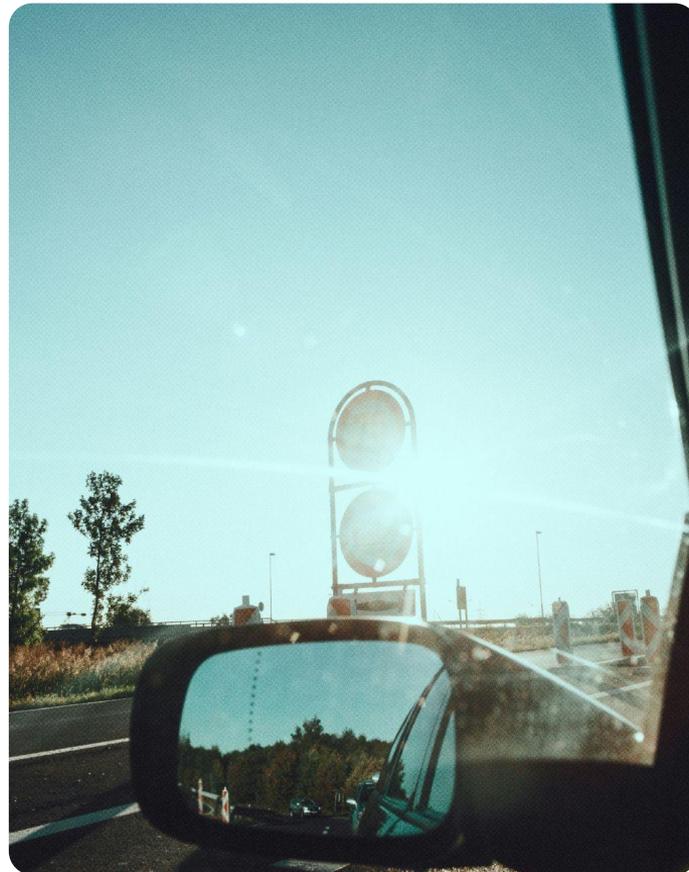


# Cameras Rolling, Strategy Locked: Planning Film Futures That Deliver

*From first draft to final cut, we build long-term plans tied to results that matter.*

From economic impact to on-location magic, we know film tourism takes more than a glossy brochure and a wish. It takes a strategic plan with real teeth—and metrics that go beyond vanity. Whether your community is already in the spotlight or getting ready for its debut, we build roadmaps that turn film dreams into sustainable impact.

- **Strategic Planning That Sets the Stage:** We co-create a long-term strategic plan rooted in your community's unique identity and tied to Key Business Objectives (KBOs) that actually matter—like job creation, production attraction, and economic growth. This isn't a one-size-fits-all storyboard—it's built for your setting, your cast, and your goals.
- **KPIs That Track the Take:** We establish both primary KPIs (think: production count, hotel room nights, crew spend, local hires) and secondary KPIs (engagement, awareness, reach) so success isn't subjective—it's measurable, reportable, and repeatable.
- **Agile Strategy with Real-Time Cuts:** Great productions adapt on the fly. So do we. Through agile project management and ongoing optimization, we evolve your strategy based on performance and impact. It's not just set-it-and-forget-it—we monitor the dailies and adjust the script so your story stays on track.



# Attracting Productions: From Permit to Premiere

## Making Your Community Production-Ready.

Your town isn't just scenic—it's screen-worthy. We help film commissions and communities roll out the red carpet with behind-the-scenes support that streamlines the process and sells the story.

Producers need easy logistics, compelling locations, and proof their investment pays off. We make sure they get all three—plus a local crew and a community that's ready for its close-up.

### Our Process:

- We audit your permitting process and improve the process by collaborating with stakeholders to cut red tape, speed things up, and eliminate surprise plot twists that stall production.
- Through a curated database of film-friendly sites, real crew testimonials, and highlight reels of past productions, we showcase your region's range—whether it's standing in for 1880s Montana or futuristic Mars.
- From hotel room nights to on-location spend, we track the real returns. With metrics that speak film finance and economic development fluently, your community's value becomes impossible to ignore.



# Incentive Innovation: Your On-Set Advantage

Creative Perks, Real Investment. Incentive Programs That Drive Productions.



Forget cookie-cutter tax credits. We design incentive packages that are as flexible and film-friendly as your locations. Think smart perks that matter to producers and communities—from hotel discounts to scene-stealing soft incentives.

If it doesn't attract, simplify, or retain productions, it's off the script.

**Madden Intel:** We think beyond rebates. We help you craft full-scene experiences that sweeten the deal: film badges for restaurant and attraction perks, free location scouting services, local loan program guidance, and more.

We'll help your tap into angel funds and media production zones to create a clear "why here?" for investors, while streamlining the back-end with faster permitting and crew-ready databases.

You get more than interest—you get booked.

This isn't about chasing blockbusters. It's about building sustainable screen economies where film production feels less like a transaction and more like a partnership.

# Marketing & Promotion: From Buzz to Box Office

Your Story, Always in Frame. Marketing That Moves Productions.



Marketing isn't just promotion—it's momentum. We craft campaigns that position your community as film-ready and full of story. From local buzz to industry spotlight, we make sure your message lands in all the right places.

Need help finding your brand voice? We're already warming up the mic.

**Madden Smarts:** We build screen-friendly branding with a perfect location library that plays across formats—think cinematic video content that shows off your destination, director-worthy ad creative, and scroll-stopping social. We create toolkits your team can run with or let us take the lead with campaign rollouts, tradeshow activations, and filmmaker showcases.

Want to be more than a backdrop? We'll put your community in the credits—front and center.

Our festival strategies go both local and global, designed to connect you with the right creatives and industry insiders. Add in PR buzz, earned media, and influencer collaborations that actually make an impact, and your brand becomes more than seen—it becomes sought-after.

# Stakeholder Engagement: The Power Players Plotline

Beyond the Boardroom: Into the Storyline.



Your film-friendly future isn't built alone—it's cast, directed, and supported by the right people behind the scenes. At Madden, we make sure those players are aligned, engaged, and invested in the story you're telling.

**Madden Insight:** We orchestrate the conversations that count. From executive committees to celebrity advisory boards and industry roundtables, we help you assemble a cast of champions who get things done—and get others to care.

We help build plans to engage policymakers, business leaders, and creative sector disruptors who can help shape your region's screen success.

**The Influence Advantage:** When legislators, locals, and industry insiders are in sync, the story writes itself. We help you foster community buy-in, create cross-sector synergy, and turn passive interest into active support.

Think of it as stakeholder engagement with a script—and you're the one in the director's chair.

# Studio Infrastructure Development: Setting the Scene, For Real

**Where Big Ideas Take Shape—and Stories Take Root.**

Building a studio presence isn't just about square footage—it's about showing what's possible. We help communities spotlight their space potential in ways that excite developers, attract productions, and give media something to talk about.

**Madden Edge:** We don't just scout empty buildings. We create momentum. From repurposing warehouses for short-term shoots to assembling dream teams of developers and city leaders for long-term studio builds, we're in it for the long game—and the local gain.

Through powerful testimonials, production case studies, and media-worthy visuals, we turn your infrastructure story into a headline.

Whether it's a pop-up soundstage that proves your city can host a feature, or a plan that puts your name on the map for studio investment—this is how communities go from location to production hub.



# Workforce Development: Talent Discovery Through Strategic, On-Brand Collaboration

The Future Crew Starts Here.



You can't grow a screen sector without a crew ready to roll. We help film commissions and communities build the next generation of behind-the-scenes talent through partnerships that mean business and build buzz.

**Madden Thinking:** We connect you with the people who shape futures—schools, trade programs, local colleges, and industry pros—to develop training tracks that are production-ready and community-rooted.

Think film certification pathways, hands-on workshops, and programs that bring fresh talent into the fold while honoring the pros who've paved the way.

From mentorships to veteran re-skilling, these aren't one-off initiatives—they're pipelines. Built with purpose, designed for impact, and rich with storytelling angles that media and stakeholders love.

Because your next location scout, gaffer, or editor? They could already live in your zip code.

# Film Tourism: Building Storylines That Bring Visitors In

**Your Screen Legacy, Fueled by Strategic Allies.**

When film and tourism work together, magic happens. We help communities turn cinematic moments into visitation drivers by making sure film tourism isn't an afterthought—it's a headline.

**Here's How Madden Works It:** We bring film commissions and DMOs into the same frame, designing campaigns that connect filming locations with traveler curiosity. Think premiere events with tourism tie-ins, behind-the-scenes trails, and social-ready storytelling that converts scenes into stops.

We position iconic shoot locations as must-see landmarks, blending fandom with economic impact.

And when it comes to tourism boards and media planners? We advocate for film experiences to be part of every itinerary and campaign. You're not just a place where something was filmed—you're the place people come to experience it.

We make sure film isn't just remembered. It's booked.



# Film Commission Location Libraries & Production Directories

We build custom location libraries and production directories designed specifically for the needs of film commissions and the professionals they serve. Developed by a former location manager, our system reflects how producers, location scouts, and filmmakers actually search for locations, crew, and production resources.

From searchable location galleries to comprehensive production directories, Madden creates intuitive tools that integrate with your website and help film offices better showcase their production ecosystem and attract new projects.

Whether a commission is building its first location library or modernizing an existing database, Madden delivers scalable solutions that work for film commissions of all sizes.

- Custom searchable location libraries
- Production crew & vendor directories
- Scalable for commissions of all sizes
- Designed by a former location manager
- Integrates with existing websites and CMS platforms
- Built for how producers and scouts actually search



## CASE STUDY:

# Houston Film Commission



### Situation

Houston First and the Houston Film Commission (HFC) sought to position Houston as a leading destination for film and media production, not just within Texas, but nationally and internationally. Despite Houston's diverse locations, strong talent base, and global connectivity through George Bush Intercontinental Airport, it faced challenges in fully leveraging these assets to attract major film and television projects. The city needed a comprehensive, data-driven strategy to enhance its visibility, grow its local workforce, improve infrastructure, and strengthen relationships with key industry stakeholders.

### Approach

In early 2025, the Houston Film Commission engaged Madden Media to develop a five-year strategic plan designed to transform Houston's film industry ecosystem. The process was highly collaborative and built on Madden's 40+ years of experience in destination marketing and film strategy. Key components of the approach included:

- **Strategic Planning & Research:** Madden analyzed HFC's databases (crew, locations, projects) to identify strengths, gaps, and opportunities for growth. This included surveys and interviews with local crew members and industry leaders in Houston, Austin, Los Angeles, and New York to gain a comprehensive understanding of workforce and infrastructure needs.
- **Educational Outreach & Workforce Development:** The strategy emphasized partnerships with local schools, community colleges, and universities to build training and certification programs, as well as mentorship initiatives connecting industry veterans to emerging talent.
- **Incentive Program Development:** A robust incentive plan was proposed, integrating economic impact tracking, soft incentives and innovative financing mechanisms. These measures aimed to attract more productions and showcase Houston's commitment to supporting the film industry.
- **Marketing & Promotion:** The plan called for a refresh of HFC's brand positioning and promotional materials. A comprehensive marketing strategy was outlined to highlight Houston's unique assets, including its diverse locations and globally connected airport, while leveraging high-profile alumni testimonials and success stories.
- **Studio and Soundstage Development:** Madden proposed a two-phase studio development plan: first, identifying and repurposing warehouse spaces for immediate use; then, collaborating with city and private stakeholders to develop permanent studio infrastructure.
- **Festival and Tradeshow Engagement:** The strategy detailed active participation in key domestic and international film festivals and tradeshows to generate leads, strengthen relationships, and build Houston's brand as a filming hub. In addition, local film festival engagement was elevated as a central pillar of the strategy positioning the Houston Film Commission as the driving force and connective hub to promote, support, and unify all Houston-area festivals.

## Results

The comprehensive strategic plan, finalized in Spring 2025, laid a clear roadmap for Houston to emerge as a top-tier film destination over the next five years. While full implementation is ongoing, early results include:

- **Strengthened Industry Relationships:** New partnerships with educational institutions and community partners are fostering stronger talent pipelines and community engagement.
- **Increased Visibility:** Strategic plans and partnerships to strengthen Houston's presence at festivals and tradeshow have already begun, laying the foundation to generate new leads and attract increased interest from major production companies.
- **Improved Workforce Development:** The groundwork for certification programs and mentorship initiatives has been set, targeting skill gaps and future-proofing the workforce.
- **Infrastructure Progress:** Initial discussions for repurposed studio spaces have positioned Houston as a serious contender for productions needing immediate studio solutions.
- **Marketing Impact:** New branding and promotional assets are actively being developed for an upcoming unveiling, designed to elevate Houston's positioning and showcase the city as a dynamic, welcoming environment for filmmakers.

## Testimonial

"The Houston Film Commission represents the film and entertainment industry for Houston, the fourth largest city in the United States. As we looked to expand our efforts to attract more film and other media related projects to Houston, Madden Media rose to the top of our list when developing our five year strategic plan.

Not only did they deliver on the task of creating a comprehensive plan, they engaged local stakeholders in the industry, worked diligently with our team and then prepared a detailed plan along with an executive summary and presentation that was valuable for our senior leadership.

Thanks to Madden's efforts, we now have a clear path to success. We have already started putting portions of their plan into action and look forward to increasing the economic impact of film and media project to Houston in the years to come.

We highly recommend Madden Media and their team."



**Jorge Franz, SVP of Tourism and Industry Relations,  
Houston First Corporation, parent company of the  
Houston Film Commission**

# MADDEN MEDIA: We Connect People to Places.

*Get ready for your close-up.* →

What does 40+ years of promoting unforgettable travel communities get you? A sixth sense for what turns a “pretty backdrop” into the next breakout location on screen.

Film-ready towns? Game-changing. Often the reason a production says yes.

Our passion? Elevating stories that move—from storyboards to streaming queues. We guide creative eyes from generic studio sets to authentic places that shape powerful, lasting memories for audiences and locals alike.

We don't just bring decades of experience—we roll deep with Agency All-Stars, DMO Dynamos, Film-Tourism Fanatics, and Location-Savvy Strategists. **Want to build something sustainable and screenworthy? It starts with the right relationships—and that's where**

Your community isn't a backdrop. It's the star.

**And we're here to help it hit its mark.**

We're place-marketing experts, plain and simple—and now we're bringing that know-how to the big (and small) screen.





# NOW THAT WE'VE BEEN PROPERLY INTRODUCED...



**We know you've got options when it comes to choosing the right partner to help elevate your film commission or build a screen-ready community program.**

At Madden, we're in it for the long take—committed to creative, collaborative, and dare we say, fun partnerships that deliver real results on and off screen.

Whether you're launching your first big production push, rethinking how film fits into your tourism strategy, or need a team that understands both industry expectations and local impact—we're ready to roll.

Let's talk!

**The Madden Team**

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