

April 25, 2008

Rebecca Dirden Mattingly  
Chief Consulting Officer  
Creative Strategy Consulting LLC  
Suite 105  
1882 Capital Circle Drive, NE  
Tallahassee, FL 32308

Dear Rebecca:

This letter of agreement formalizes the role of Film Liaison by outlining documentation, reporting, and liaison duties regarding local film industry activities. This letter of agreement is between the Tallahassee Area Convention and Visitors Bureau (TACVB) and Creative Strategy Consulting LLC principle Rebecca Dirden Mattingly, (TACVB Film Liaison) and stipulates the following terms and conditions:

1. Per submission of a month end invoice and approval of the monthly report, containing the information listed below, the TACVB will remit to the Liaison a \$2000.00 per month stipend. Mileage and other operating expenses may be requisitioned in advance each month.
2. This agreement is on a month to month basis and may be terminated with or without cause at any time.
3. As the liaison to the local film industry the following monthly documentation of film industry activity shall include, but not limited to, the following items:
  - a. Advance Liaison Activities--Leads
    - Phone & Email
    - Prospecting
    - Location Scouting
    - Site Visits
    - Photography/Image Library
    - Talent Agency Coordination
    - Industry Partnerships
  - b. Actual Shooting
    - Production Company
    - Project Title
    - Project Type
    - Days on Location
    - Local Staffing
    - Room Nights
    - Production Expenditures

Page 2

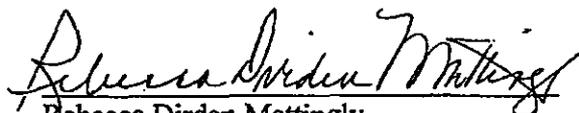
- c. Community Partnerships
  - Film Schools
  - Film Showings/Festivals
  - Media Relations/Monthly Newsletter
  - Professional Associations
  - Monthly Meetings
  
- d. Develop Three Year Strategic Plan including
  - Reinstating Film Florida Leads to Tallahassee
  - Marketing & Promotion
  - Advertising
  - Local Economic Development

Acceptance of the terms and conditions of this agreement will be activated by the return of your dated signature within 10 business days of receipt of this letter.

Sincerely Yours,

Sharon A. Liggett  
President/CEO

Agreed to and accepted on this (day) 25 of (month) April, 2008 by and between TACVB and the Creative Strategy Consulting:

  
\_\_\_\_\_  
Rebecca Dirden Mattingly  
Creative Strategy Consulting, LLC  
TACVB Film Liaison

4/25/08 (date)

  
\_\_\_\_\_  
Sharon Liggett  
President/CEO, TACVB

4/25/08 (date)