



# LIGHTS CAMERA ACTION SUCCESS

Florida's NEW Film & Entertainment Industry Financial Incentive launched July 1st, 2010 with immediate results. To date, the Governor's Office of Film & Entertainment (OFE) has certified 94% of the total \$242 Million in tax credits available for the 5 year program, resulting in the following\*:

- **Creating over 100,000 jobs for Floridians**
- **Paying over \$658 million in wages to Floridians**
- **Over \$1 billion spent on Florida Qualified Expenditures**
- **Over 219,000 Florida Hotel Room Nights**

\* SOURCE: March 1, 2011 OFE Incentive Program Summary for the 5-year program based on submitted production budgets

## JOBS FIRST. . . THEN TAX CREDITS

Florida's current entertainment industry incentive is "Performance Based". Tax credits are issued after a production company has completed production in our state and only on money spent with Florida businesses and on Florida resident wages.

## FLORIDA'S FILM, TV and DIGITAL MEDIA INDUSTRY BRINGS "NEW MONEY" TO OUR LOCAL COMMUNITIES

- High-impact feature films and TV productions spend an average of \$225,000 per day on-location;
- The industry rapidly infuses "new" money, stimulating small businesses, entrepreneurship and growth throughout local communities;
- The money is spent in a multitude of ways throughout the community including, but not limited to, hotel rooms, rental cars, travel, shipping, office space, warehouse space, office equipment, office supplies, cell phone/walkie talkie rentals, restaurants, bars/nightclubs, retail stores, dry cleaners, doctors, pharmacies, legal services, trainers, construction supplies, off-duty police and fire-rescue workers, security guards, barricades, cleaning services, location fees, park rentals, permit fees, gas, mechanics, electricians, plumbers, engineers and much more.

## BUILDS BRIDGES TO DIVERSIFY FLORIDA'S ECONOMIC FUTURE

- The Film, TV and digital media industry infuses large amounts of money into local economies and supports small businesses, encourages entrepreneurship and stimulates growth throughout local communities; the industry can and will further diversify Florida's economy-creating new, and expanding existing revenue streams. On a state level, the money spent by film, TV and digital media productions in Florida multiplies and contributes significantly to our tax coffers.

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Burn Notice has spent \$20 million per season in Miami for the past 4 seasons. Each season, which lasts about 7 months, Burn Notice employs 200 cast and crew, and thousands of extras. This highly popular show is seen in more than 200 countries worldwide and is expected to run at least two more seasons in Miami, bringing the total local direct spend to \$120 million over 6 years. The promotional value of Burn Notice is estimated by the Greater Miami Convention and Visitors Bureau at \$170 million per year, based on what it would cost to purchase the advertising avails within the show.



CONTINUED FROM THE FRONT

**SUPPORTS FLORIDA'S EXISTING INDUSTRIES AND BUSINESSES**

- The Florida tourism and hospitality industries benefit in two ways: directly from money spent on hotels and restaurants, and; indirectly from major marketing and advertising campaigns launched by studios and TV networks to promote Florida-based productions;
- Increased world-wide exposure to Florida-centric movies and TV shows can trigger film-based tourism, driving more revenue into local and state tax coffers;
- High-impact feature films and TV projects stimulate the real estate industry by showcasing Florida's desirable lifestyle globally;
- On-location productions rely heavily on a complex combination of workers and businesses to make movies and TV shows, from construction through other skilled labor resources;
- Florida's digital media, modeling & simulation and interactive entertainment companies are global leaders in the research, development and production of interactive and 3D digital content, entertainment software and development/production tools driving a massive media paradigm shift affecting virtually every business and every industry in 21st century society;
- Florida's High Tech Industries work closely with our digital media and interactive entertainment companies capitalizing on their capabilities to produce military training simulations, medical visualizations, 3D virtual training environments and cost effective game based training platforms, to name a few.



**DOLPHIN TALE** (starring Morgan Freeman and Ashley Judd; Sept. 2011 release date)

- \$1.8 million in Clearwater hotels for accommodations and food and beverage.
- \$1.8 million in transportation: including car rentals, truck & van rentals, and wages to Florida Teamsters.
- Over \$380,000 spent on crew meals and catering
- A church earned a totally unexpected \$25,000 when the crew used its parking lot and community room for parking and crew meals

St. Petersburg/Clearwater Film Commission



**THE GLADES** (First season – April 2010 to September 2010)

- Over 1,500 Room Nights
- Overall economic impact: \$17.8 million
- Local employment/Crew: \$3.7million for a period of two months only

Greater Ft. Lauderdale Film Commission



With any project, the financiers are looking at tax incentives all over the US to assist with the tremendous cost of film production. Besides the fact that there is an incentive, there has to be a track record of reliability and ease of use with any program. We have found the Florida incentive to be exceptionally easy to work with and that means a great deal to us.



**-Alan Blomquist, Producer, Tooth Fairy 2**