



FY 2010-2011 Annual Report:



The Florida Entertainment Industry Financial Incentive Program

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Division of Strategic Business Development
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The Florida Office of Film & Entertainment

The Florida Office of Film & Entertainment (OFE) is the state's economic development program for the development and expansion of the motion picture and entertainment industry sectors. The role of the office encompasses many activities, such as attracting and promoting film, television, and digital media production in Florida, facilitating access to filming locations by eliminating bureaucratic "red-tape," serving as a liaison between the industry and government entities, and marketing the state as a world-class production center.

Vision

The OFE is an internationally recognized leader in providing service and support to the entertainment industry. This focus ensures that Florida is and will always be a world-renowned production center.

Mission

The OFE works with the indigenous entertainment industry community and key stakeholders to build, support, and market Florida's entertainment industry. Through this collaboration, the OFE develops and implements innovative ways to attract and expand businesses in the entertainment industry sector, expand and increase the skills of the workforce, and provide the hands-on, world-class service that clients need and deserve.

Florida's Entertainment Industry Financial Incentive Program

The 5 year incentive program is administered by the OFE. The program started July 1, 2010 and sunsets June 30, 2015. The priority for qualifying/certifying projects for tax credit awards is determined on a first-come, first-served basis within its appropriate queue. Tax credits are awarded to the pre-certified production company upon completion of the project and after the OFE has reviewed their CPA audited receipts and final summary report. Productions cannot receive more tax credits than what they were originally certified for when they applied to the program. The final incentive award is calculated as a percentage (20-30%) of each pre-certified projects' final qualified Florida expenditures and cannot exceed \$8 million in total tax credits per project. Florida qualified expenditures are those associated with payments to Florida vendors for products and services and wages paid to Florida residents working directly on the production. Non-resident wages and purchases from companies without a physical presence in Florida are not allowable expenditures.

Florida: Back on the Map and the Screen. The 2010 legislation that converted Florida's Entertainment Industry Financial Incentive Program from a year to year cash rebate program to a five year program with \$242 million in transferable tax credits has jump-started Florida's film and entertainment industry.

FY2010-2011 Program Year Performance Summary

- 343 applications received and processed as of September 15, 2011
- **150 projects certified for FY2010 – FY2015 (five year program) as of September 15, 2011**
 - *For more detail see FY2010-2015 Program Summary - Exhibit IV*
- **58 certified projects started and completed in FY2010 – FY2011;** includes 4 verified projects, 15 projects pending OFE review, and 39 projects with outstanding final reports; projected outcomes for all include:
 - 2,737 production days
 - \$ 130,593,125 in Florida qualified expenditures (Florida wages, products or services)
 - 16,066 positions with \$70,563,074 in wages for Floridians
 - 24,269 lodging/room nights
 - ***For more detail see FY2010-2011 Projects – End of Year Status Report - Exhibit II***

Between July 1, 2010 and September 15, 2011, three hundred forty-three (343) applications were submitted and processed by the Office of Film and Entertainment. Of those, 150 productions with projected Florida expenditures of close to \$1.3 billion have been certified close to \$242 million in tax credits across all five program years. In response to the swift uptake of tax credits, the 2011 legislature allocated an additional \$12 million in tax credits allocations to be spread across the last three years of the program resulting in \$254 million total for the five year program.

Wages to Floridians associated with the 150 productions across all five program years are currently projected to be close to \$777 million and are associated with 190,595 positions for Florida residents (see FY2010/2015 Program Summary in Exhibit Section.) Projections are based on application information required for the certification of projects. Outcome projections may change in the future as some projects withdraw and/or additional projects are certified.

Note that for the purpose of job creation associated with this program positions are not FTEs. Positions are individual positions filled by Florida residents. They include production cast, crew, extras, and stand-ins, etc. The statute specifically requires that

for the first 2 years of the incentive program, 50 percent or more of the positions must be filled by legal residents of the state or full-time students. Thereafter, 60 percent of more of the positions, or in the case of digital media projects, 75 percent or more of the positions, must be filled by legal residents of the state or full-time students. New statutory language effective July 1, 2011 requires the OFE to report job data as FTEs. Staff is currently developing a formula for the conversion.

The production types certified at the time of this report over the five year program include: 44 motion pictures (theatrical, made for TV, direct to video, documentaries, visual effects sequences in conjunction with a motion picture); 26 digital media productions; and, 80 television productions (TV series, including high-impact, drama, comedy, game shows, variety, entertainment shows, reality), TV series pilots, telenovelas, and award shows.

Notable productions include:

Motion Pictures:

- ***Dolphin Tale***: Starring Morgan Freeman, Ashley Judd, Kris Kristofferson, and Harry Connick Jr. (*Premiered Sept 23rd, 2011, placed 3rd for Box Office revenues, place 1st for second weekend*)
- ***I Am Number 4***: Starring Alex Pettyfer, Timothy Olyphant, and Dianna Agron (*Available on DVD*)
- ***Transformers 3***: Starring Shia LeBeouf, Josh Duhamel, Francis McDormand, and John Malkovich (*Available on DVD September 30th*)
- ***Tooth Fairy 2***: Starring Larry the Cable Guy, David Mackey, Erin Beute (*Available on DVD February 2012*)
- ***Rock of Ages***: Starring Tom Cruise, Alec Baldwin, Paul Giamatti, and Catherine Zeta-Jones (*In theaters June 2012*)
- ***Parker***: Starring Jason Statham, Jennifer Lopez, and Nick Nolte (*In theaters October 2012*)
- ***Step Up 4***: Starring Alyson Stoner, Adam G. Sevani and Stephen Boss - the next installment in the worldwide smash "Step Up" franchise (*In theaters August 10, 2012*)

Television:

- ***Burn Notice*** – USA: Starring Jeffrey Donovan, Gabrielle Anwar, and Bruce Campbell (*Made USA the #1 network for the summer of 2011 in its Thursday 9pm timeslot for M18-49, M18-34 and total males, placing second only to CBS in P18-49, P25-54, P18-34, total viewers, households and M25-54*)
- ***The Glades*** – A&E: Starring Matt Passmore, Kiele Sanchez, and Carlos Gomez (*About 3.6 million people watched the 2010 premiere making it the most watched original drama series in A&E history*)

- **Charlie's Angels** – ABC: Starring Rachel Taylor and Minka Kelly (*Premiered Sept 22nd 2011*)
- **Magic City** – STARZ: Starring Christian Cooke, Dominik Garcia-Lorido, and Yul Vazquez (*Premieres April 2012*)
- **The Inbetweeners** – MTV: Starring Bubba Lewis, Zack Pearlman, Joey Pollari and Mark Young (*Premieres 2012*)
- **Caso Cerrado** – Telemundo Studios: Emmy-nominated, court show ranked # 1 Spanish language program @ 4pm across key demographics.
- **Grachi** – MTV Networks Latin America: Children's show on Nickelodeon Latin America
- **La Casa de al Lado** – Telemundo Studios: The premiere was one of the top five telenovela premieres for Telemundo and averages over 2 million viewers
- **Billboard Latin Music Awards 2011** – Telemundo Television Studios

Video Games:

- **Madden NFL 2012** – The Madden NFL 2012 game sold 1.4 million units in the first week of sales – a 10% increase over last year's release. (*Available now*)
- **NCAA Football 2012** (*Available now*)
- **Tiger Woods PGA Tour 2012** (*Available now*)

Production Spotlights: Community Impact. When productions inhabit new locations, they have a direct impact on the communities that support them. The community impact of film and television productions is broad. It is often difficult to



predict the ways, beyond direct expenditures with Florida businesses and employment of Floridians, in which they will benefit surrounding local areas. Here are a few examples of the remarkable influence that productions have had in Florida communities:

Burn Notice: This television series, which is seen in over 200 countries around the world, is filmed in the Coconut Grove Convention Center – a building in Miami which was once scheduled to be demolished. Once Burn Notice concludes its use of the Convention Center, rent proceeds will be used to revitalize the area. The show,

now in its 5th season, currently infuses the local economy with close to 2 million dollars each time it films an episode and maintains 85% of its cast and crew as local wage

earners. It's one of many productions that are helping to make Miami the film capital of the East!

The Glades & Magic City:

The producers of "The Glades" converted an industrial warehouse space at Pembroke Park into a studio for the hit television series. Now in its second season, the show films a majority of its scenes outdoors, capitalizing on the authentic Florida landscape.

"Magic City" leases the former Bertram Yacht facility and has converted it into sound stages and production offices.

Filming has revitalized the economic potential of these spaces and continues to reward the local communities that host these productions.



Dolphin Tale:

Productions also sustain other Florida industries such as tourism, entertainment, attractions, and hospitality. The feature production of "Dolphin Tale", filmed in Clearwater, is an excellent example. Lodging properties generated \$736,355 associated with the 5,875 room nights used for cast and crew. Even before the premiere of this film, the Clearwater Aquarium experienced enough of an increase in crowds to justify opening a second visitor facility. Daily visitors to the aquarium have quadrupled since the movie opened Sept. 23, 2011. The movie ranked third nationwide in its debut weekend with more than \$20 million in ticket sales. It reached number one in its second weekend.

Entertainment Industry Jobs and the Incentive Program. Work in the film and entertainment production industry is typically high-wage, skill-specific, labor intensive, and project-based. People employed in film and entertainment production include independent contractors, part-time, and full-time employees. Although some

individuals work for a specific company (e.g. a video game developer), many others work for multiple productions over the course of a year.

For the purpose of the Entertainment Industry Financial Incentive program positions are individual positions (permanent or temporary) filled by Florida residents. While jobs in film and television production are associated with crew, talent, extras and stand-ins, jobs in digital media include programmers, arts and animation specialists, game designers, and game production experts.

Florida's incentive program statutorily requires that for the first 2 years of the incentive program, 50 percent or more of the positions must be filled by legal residents of the state or full time students. Thereafter, 60 percent or more of the positions, or in the case of digital media projects, 75 percent or more of the positions, must be filled by legal residents of the state or full-time students.

Effective July 1, 2011, new statutory language requires the OFE to report these types of jobs as FTEs. This will require modifications as to how productions report their employment data to the OFE. A methodology is currently under development with industry input.

In addition to the direct jobs associated with incentivized production, the film and entertainment industry also supports and grows jobs in many different kinds of local business sectors including but are not limited to: lodging, food and beverage establishments, catering, retail such as clothing, antiques, home decor, florists and nurseries, transportation, equipment rental, car and truck rental, gas stations, construction materials, personal services, and business services. Many of these goods and services are provided by small businesses – another benefit for our state.

Education and Workforce Development. Critical to growing and sustaining any industry is a skilled workforce and healthy talent supply chain. Florida is fortunate to be home to many highly experienced industry professionals who work all over the globe. With an eye to the future workforce, Florida also has many excellent film, television and digital media educational programs and institutions – public and private, post-secondary and secondary. A few examples include:

Florida State University College of Motion Picture Arts - ranked # 17 in the Top 25 Film Schools in the World, a list assembled by the Hollywood Reporter. (<http://www.hollywoodreporter.com/news/25-best-film-schools-rankings-215714>) FSU has also entered into a unique relationship with newly established Digital Domain Media Group where students will earn their degree while working on actual projects at DDMG's Tradition Studios.

Ringling College of Art and Design - ranked at # 23 on the same list. (<http://www.hollywoodreporter.com/news/25-best-film-schools-rankings-215714>)

University of Central Florida's Interactive Entertainment Academy - ranked # 2 in the Princeton Review's Top 10 Graduate Schools for Video Game Design Study (2011). (<http://www.princetonreview.com/game-design-press-release.aspx>)

Full Sail University – touted as having one of the five Best Music Programs in the country according to Rolling Stone Magazine; also ranked as the # 3 New Media School in the World alongside MIT and NYU by Shift Magazine.

The G-Star School of the Arts - the only high school in the world with a commercial motion picture studio on its campus, the G-Star Studios, now the largest motion picture studio in the State. Over 50 feature films have been produced at the Studios, plus many commercials including NIKE and Abercrombie & Fitch, as well as music videos and rehearsals by Celine Dion, Rod Stewart, Stevie Nicks and Radiohead.

Types of Productions and Strategic Opportunities. All types of productions are important to growing and retaining Florida's entertainment industry workforce and infrastructure: Commercials; features – both large and small budget, theatrical or direct to DVD; television series including high impact and smaller budget series; video games – entertainment or educational; visual effects sequences and more. Like an intricate puzzle, the diversity of production in the state collectively supports the overall entertainment industry infrastructure.

Certain productions offer specific strategic value. Key to the long-term sustainability of the industry is production that maintains a long production cycle like high-impact television series and video game franchises. These types of productions not only sustain a talented workforce, they also sustain the vendor supply chain.

With regard to location-based production, high-impact TV series, which can be in production for 6-10 months per season, arguably provide increased stability and thus sustainability. In Florida "high-impact television series means a production created to run multiple production seasons and having an estimated order of at least seven episodes per season and qualified expenditures of at least \$625,000 per episode." These projects employ the workforce for a longer period of time, spend money in local communities for a longer period of time across many businesses including small businesses, and generally require more "permanent" facilities. Returning seasons means more continuous work, which in turn, provides more infrastructure sustainability. (Example: Burn Notice just completed season 5, The Glades, just completed season 2.)

To increase certainty for high-impact TV series Florida statutorily prescribes that "a qualified high-impact television series shall be allowed first position in this queue for tax credit awards not yet certified." In addition to the two returning series, Burn Notice and The Glades, Florida's new incentive program is directly responsible for attracting three

additional high-impact TV series – Charlie’s Angels (ABC), Magic City (Starz) and the Inbetweeners (MTV).

Additional opportunities lie with other long-cycle digital media projects such as video games, animated features, and visual effects sequences. These types of productions are typically created in “bricks and mortar” facilities in the state and provide long-term stable employment. Examples of well-known digital media production facilities in Florida include Electronic Arts Tiburon studios in Maitland, n-Space in Orlando, and newcomer Digital Domain Media Group in Port St. Lucie.

Changes were made to Florida’s incentive program by the 2011 legislature to encourage high budget digital media production in the state. The statute now allows digital media projects with qualified expenditures of greater than \$4.5 million to compete with high-impact television for first position status in the general production queue. However, due to new limitations on new television series applying for the incentive, this provision has not been utilized.

The Film and Entertainment Industry in Florida. The State of Florida has a long history in the motion picture industry thanks to its year-round sunshine, moderate climate and spectacular scenery. Overall, the Film and Entertainment Industry is important to the Florida economy as a major driver of employment, attracting revenue from other states and countries. When a high budget feature film shoots on location, it can inject, according to the Association of Film Commissioners International (AFCI), as much as \$260,000 per day into that location’s economy. A high budget weekly TV series will spend as much as \$300,000 per day on location. (See AFCI’s Production Revenue Tracking Guidelines - Exhibit V.)

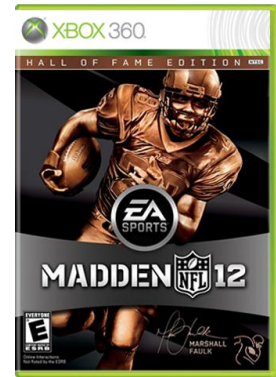
Spanish-language broadcast networks contribute to the unique structure of Florida’s film and television industries. With over 13 million Hispanic households in the U.S., the demand for Hispanic and Latino programming is growing. Telemundo, which has studios based out of Miami, recently delivered the best performance in the network’s broadcast history (TVByTheNumbers.) The fastest growing Spanish-language network during prime time among total viewers, Telemundo registered double digit growth over the third quarter of 2010, according to Nielsen Media Research. The Telemundo Network reaches 94% of U.S. Hispanic viewers and has over 1000 cable affiliates.

Florida is also home to Univision, another major Spanish-language television network. Headquartered in New York City, Univision has its major studios, production facilities, and operations in Doral, Florida. Univision’s overall growth in viewers in the coveted 18-49 year old viewer demographic is frequently outpacing ABC, NBC, and CBS.

The growth of viewers of Latino and Hispanic programming has contributed to the development and success of these networks and their productions, many of which film in or feature Florida and have been recipients of the entertainment industry incentive.

In addition to Florida's history with the more traditional types of entertainment productions, the state has a growing share of the interactive digital media entertainment industry sector. Digital media entertainment products, video games being the primary example, meld together entertainment software development and publishing and provide Florida a further strategic opportunity for diversifying the economy via the entertainment industry sector. As an added bonus, the skill sets associated with this segment of the industry cross-walks to the modeling and simulation industry sectors, also important growth sectors for Florida's economy.

Florida is home to dozens of digital media developers and publishers including Electronic Arts (EA) Tiburon, 360ed, n-SPACE and Firebrand Games. With Madden NFL, NCAA Football, Tiger Woods PGA TOUR™ and other titles, Tiburon is one of the top developers in the world. Employing several hundred, Tiburon is the second largest studio among Electronic Arts' World Wide Studio facilities.



Future Directions. As part of the Division of Strategic Business Development in the newly created Department of Economic Development, the OFE will be better integrated with Florida's overall economic development strategy allowing the state to fully leverage the marketing, community development, and job creation value of the film and entertainment industry. The tools, talent, and resources available within the new DEO will be valuable as the OFE seeks a more current and comprehensive assessment of the growth and job creation attributed to Florida's film and entertainment industry as well as a formal assessment of the overall – direct and indirect – fiscal impact of the entertainment industry financial incentive program.

The OFE, along with its partners and stakeholders, will also be participating in the development of the new statewide strategic plan.



EXHIBITS

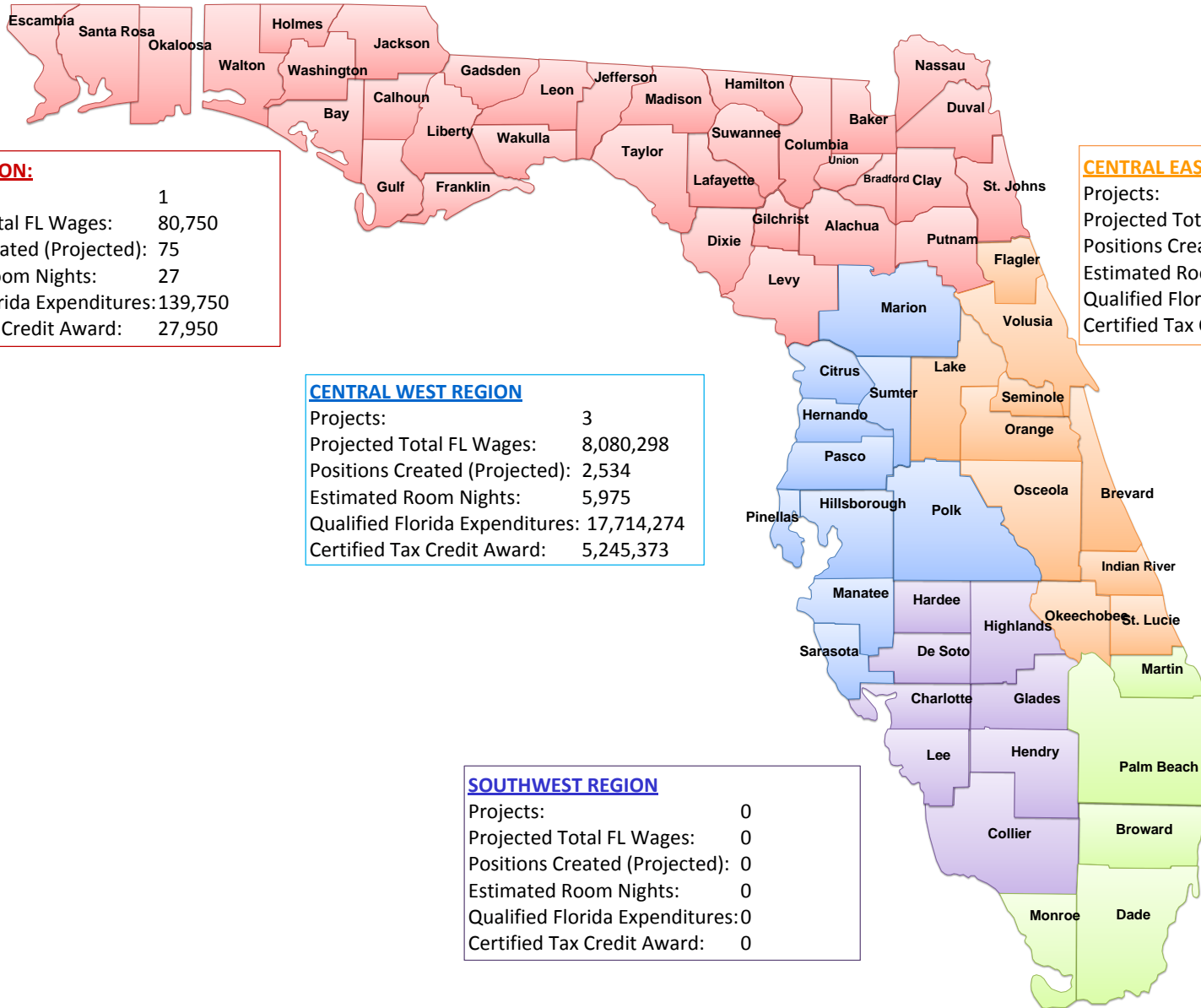
I. FY2010 – 2011 Entertainment Industry Financial Incentive - Regional Breakout

II. FY2010 – 2011 Projects – End of Year Status Report

III. FY2010 – 2015 Entertainment Industry Financial Incentive - Five Year Program Projections - Regional Breakout

IV. FY2010 – 2015 Entertainment Industry Financial Incentive Program Summary – September 15, 2011

V. AFCI Production Revenue Tracking Guidelines



NORTH REGION:

Projects:	1
Projected Total FL Wages:	80,750
Positions Created (Projected):	75
Estimated Room Nights:	27
Qualified Florida Expenditures:	139,750
Certified Tax Credit Award:	27,950

CENTRAL WEST REGION

Projects:	3
Projected Total FL Wages:	8,080,298
Positions Created (Projected):	2,534
Estimated Room Nights:	5,975
Qualified Florida Expenditures:	17,714,274
Certified Tax Credit Award:	5,245,373

SOUTHWEST REGION

Projects:	0
Projected Total FL Wages:	0
Positions Created (Projected):	0
Estimated Room Nights:	0
Qualified Florida Expenditures:	0
Certified Tax Credit Award:	0

CENTRAL EAST REGION

Projects:	18
Projected Total FL Wages:	21,760,641
Positions Created (Projected):	3,904
Estimated Room Nights:	9,249
Qualified Florida Expenditures:	42,778,371
Certified Tax Credit Award:	9,800,366

SOUTHEAST EAST REGION

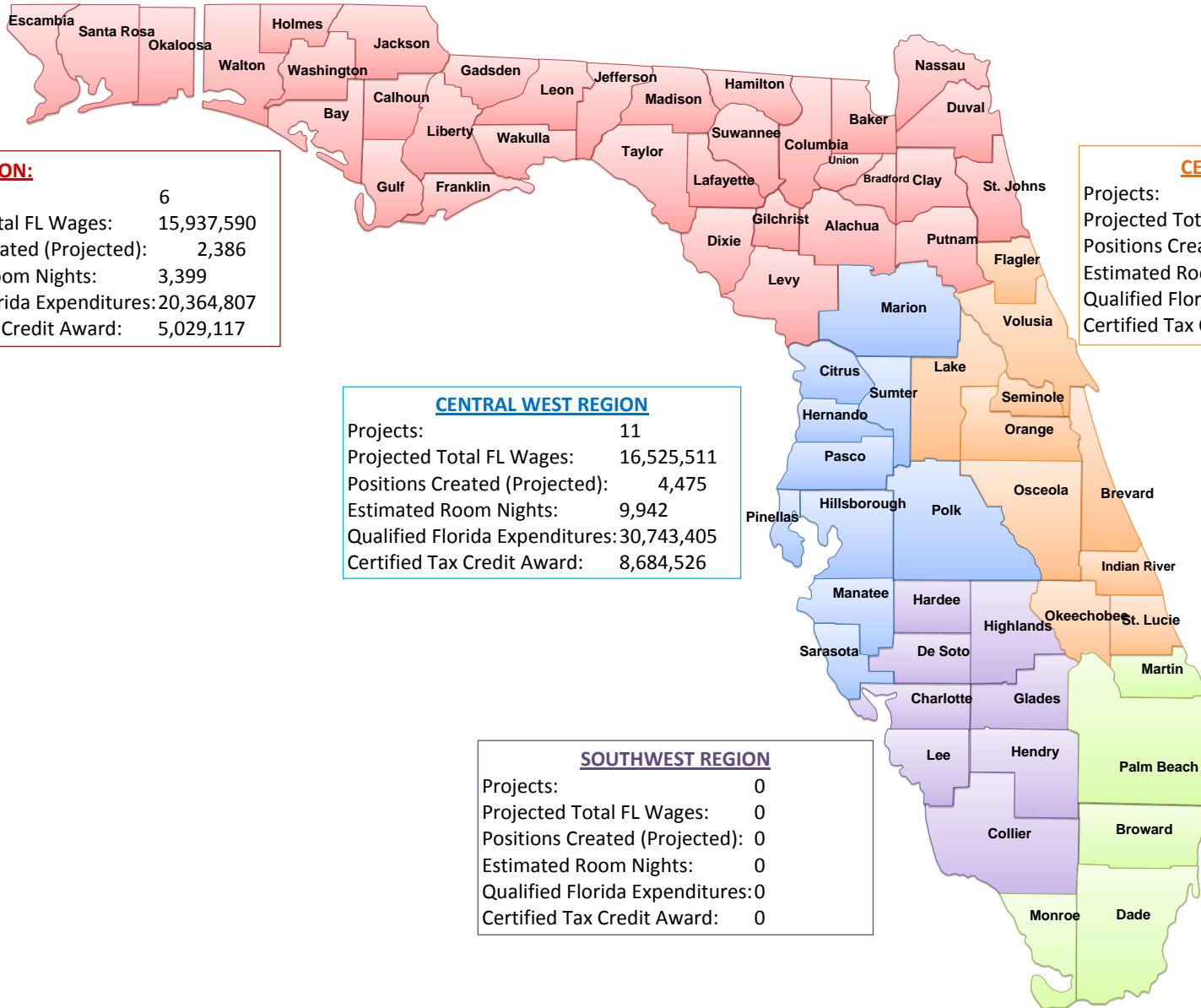
Projects:	36
Projected Total FL Wages:	40,641,385
Positions Created (Projected):	9,553
Estimated Room Nights:	9,018
Qualified Florida Expenditures:	69,960,730
Certified Tax Credit Award:	15,502,716

FY 2010 - 2011 ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE REGIONAL BREAKOUT

FY2010 - 2011 PROJECTS - END OF YEAR STATUS REPORT

LOCATIONS	REGIONS	PROJECT TYPE	TOTAL ELIGIBLE FLORIDA WAGES	TOTAL QUALIFIED NON-WAGE FLORIDA EXPENDITURES	# OF FLORIDA POSITIONS CREATED - CREW	# OF FLORIDA POSITIONS CREATED - TALENT (CAST)	# OF FLORIDA POSITIONS CREATED - EXTRAS/STAND-INS	TOTAL # OF FLORIDA POSITIONS CREATED	ROOM NIGHTS	# OF PRODUCTION DAYS	LOGGING EXPENDITURES	QUALIFIED FLORIDA EXPENDITURES	FINAL TAX CREDIT AWARD	
OFF REVIEW COMPLETED/ TAX CREDITS AWARDED														
CLEARWATER	CW	DOLPHIN TALE - FF	\$ 7,525,201.00	\$ 9,420,722.37	311	18	959	1,288	5,875	55	\$ 736,355	\$ 16,945,923	\$ 5,038,501	
ISLAMORADAMIAMI	SE	I AM # 1	\$ 1,214,633.00	\$ 1,057,554.63	183	8	43	234	2,310	4	\$ 272,410	\$ 2,272,187	\$ 568,046	
MIAMI	SE	BURN NOTICE - SEASON 4 PART 2	\$ 8,434,437.00	\$ 4,505,965.61	330	90	1,016	1,436	906	147	\$ 120,972	\$ 12,940,403	\$ 3,235,100	
BROWARD	SE	THE GLADES - SEASON 1 PART 2	\$ 4,525,452.00	\$ 3,401,134.20	402	103	618	1,123	1,365	87	\$ 110,120	\$ 7,926,587	\$ 1,981,646	
4 Projects - VERIFIED DATA			\$ 21,699,723.00	\$ 18,385,376.71	1,226	219	2,636	4,081	10,456	293	\$ 1,239,857	\$ 40,085,100.37	\$ 10,823,293	
CPA AUDIT/REPORT SUBMITTED OFE REVIEW IN PROGRESS														
			AS PER CPA	AS PER CPA										
CAPE CANAVERAL	CE	TRANSFORMERS 3	\$ 741,937.00	\$ 1,746,945.12				807	2,524	7		\$ 2,488,884	\$ 622,221	
ORLANDO	CE	GENCODE BIOLOGY	\$ 171,650.00	\$ 35,168.00				9	0	168		\$ 197,500	\$ 39,500	
ORLANDO	CE	TOOTH FAIRY 2 - FF	\$ 2,362,010.00	\$ 896,003.68				167	750	24		\$ 3,250,013	\$ 814,503	
ORLANDO	CE	RENEE PROJECT	\$ 1,413,136.00	\$ 971,259.15				113	71	25		\$ 2,384,397	\$ 476,879	
ORLANDO	CE	BAD MOM PILOT	\$ 786,783.00	\$ 521,909.69				352	524	7		\$ 1,878,038	\$ 395,607	
ORLANDO	CE	EA TIBURON - TIGER WOODS PGA 12	\$ 7,738,875.00	\$ 1,065,318.00				72	175	302		\$ 16,879,201	\$ 4,219,800	
ORLANDO/PUNTA GORDA	CE	MY BIG REDNECK WEDDING - SEASON 4	\$ 409,430.00	\$ 729,662.02				43	48	20		\$ 1,249,408	\$ 249,881	
MIAMI/DAVIE	SE	ALQUIEN TE MIRA	\$ 3,877,627.00	\$ 1,080,459.00				144	10	69		\$ 4,958,087	\$ 1,139,429	
MIAMI	SE	FINDER - PILOT	\$ 1,617,262.00	\$ 1,157,187.40				516	329	10		\$ 2,774,450	\$ 554,890	
MIAMI-DADE AREA	SE	PICTURE PARK - JUST FOR MEN	\$ 367,417.00	\$ 342,682.63				175	79	10		\$ 170,099	\$ 142,019	
KEY BISCAYNE/MIAMI	SE	MEDIAMAX - FREDDY/OPTIC 2000	\$ 259,816.00	\$ 237,403.48				120	161	5		\$ 455,000	\$ 91,000	
MIAMI/PORT CANAVERAL	SE	MEDIAMAX - COSTA CRUISE/CADUMLA REDOUTE	\$ 476,207.00	\$ 518,291.36				135	240	14		\$ 994,497	\$ 198,899	
MIAMI/BROWARD	SE	TAKE THE MONEY AND RUN	\$ 90,350.00	\$ 182,396.41				40	445	10		\$ 455,497	\$ 91,099	
BROWARD-MIAMI DADE	SE	SHOOT FLORIDA - CABLEVISION/GATORADE/HYUNDAI	\$ 378,032.00	\$ 377,390.59				381	210	7		\$ 761,189	\$ 152,237	
FT. LAUDERDALE	SE	TOUGH LOVE	\$ 300,376.00	\$ 748,022.00				177	60	35		\$ 1,961,873	\$ 312,374	
15 Projects - UNVERIFIED DATA			\$ 20,990,908.00	\$ 11,210,098.53				3,251	5,626	73	\$ -	\$ 41,106,133	\$ 9,500,338	
PROJECT COMPLETED/ AWAITING CPA AUDIT/FINAL REPORT														
QUEUE A - GENERAL PRODUCTIONS \$625K+ (14)														
CASSADAGA	CE	CASSADAGA	\$ 286,707	\$ 609,443.00				81	18	18		\$ 896,150	\$ 224,038	
PORT ST. LUCIE	CE	SPHERE IN SPHERE	\$ 3,500,000	\$ 1,220,073.00				145	2,250	151		\$ 4,720,073	\$ 944,014	
ORLANDO	CE	THE INBETWEENERS - PILOT PRESENTATION	\$ 552,095	\$ 142,976.00				387	79	4		\$ 695,071	\$ 139,014	
ORLANDO	CE	THE ELLEN DEGENERES SHOW	\$ 219,445	\$ 690,243.00				61	446	1		\$ 909,688	\$ 181,937	
ORLANDO	CE	BIG MIKE - PILOT	\$ 1,760,825	\$ 1,659,760.00				951	1,735	13		\$ 3,420,585	\$ 684,117	
CAPE CANAVERAL/ORLANDO	CE	SPACE BROTHERS - FF	\$ 155,260	\$ 474,528.00				69	442	7		\$ 629,788	\$ 188,936	
MIAMI	SE	EL GRAN SHOW	\$ 1,038,274	\$ 1,880,200.00				28	28	107		\$ 2,918,474	\$ 729,617	
MIAMI	SE	CASO CERRADO 2010	\$ 3,627,663	\$ 1,692,010.00				336	540	66		\$ 5,319,673	\$ 1,063,935	
MIAMI/BROWARD	SE	GRACHI - SEASON 1	\$ 2,285,058	\$ 1,754,089.00				277	97	87		\$ 4,039,147	\$ 897,629	
MIAMI/BROWARD	SE	VENOM ONE/SWAMP CITY (II)	\$ 1,244,944	\$ 378,737.00				28	0	168		\$ 1,623,681	\$ 324,736	
MIAMI	SE	CHARLIE'S ANGELS (III) - PILOT	\$ 4,130,945	\$ 3,372,598.00				1,801	1,097	18		\$ 7,503,543	\$ 1,500,708	
MIAMI	SE	RPM/ASFALTO	\$ 577,412	\$ 406,434.00				66	24	30		\$ 983,846	\$ 196,769	
CORAL GABLES	SE	BILLBOARD LATIN MUSIC AWARDS SHOW 2011	\$ 803,888	\$ 1,414,919.00				180	50	1		\$ 2,218,707	\$ 443,741	
MIAMI	SE	MATILDA	\$ 449,868	\$ 497,748.00				237	30	15		\$ 947,696	\$ 189,527	
			\$ 20,632,404	\$ 16,193,658.00				5,710	6,836	686	\$ -	\$ 36,826,062	\$ 7,618,920	
QUEUE C - INDEPENDENT & EMERGING MEDIA \$100K - \$625K (17)														
MIAMI	CE	REAL FOOD REAL KITCHENS	\$ 57,000	\$ 55,092.00				5	15	14		\$ 112,092	\$ 28,023	
SARASOTA/MIAMI CITY	CW	BEAUTIFUL NOISE - FF	\$ 186,787	\$ 108,904.00				1,104	60	22		\$ 295,691	\$ 88,707	
TARPON SPRINGS/ST. PETE/GAINESVILLE/TAM PA	CW	DIVING FOR THE CROSS - FF	\$ 368,310	\$ 104,350.00				142	40	18		\$ 472,660	\$ 118,165	
MIAMI	SE	SOBE REAL	\$ 389,109	\$ 210,804.00				466	0	20		\$ 599,913	\$ 149,978	
MIAMI	SE	THE PONZI STATE	\$ 375,000	\$ 122,038.00				10	10	25		\$ 497,038	\$ 99,408	
MIAMI	SE	RISE AND FALL	\$ 375,000	\$ 122,038.00				10	10	25		\$ 497,038	\$ 99,408	
MIAMI	SE	UNTITLED DON ARONOW PROJECT	\$ 375,000	\$ 122,038.00				10	10	25		\$ 497,038	\$ 99,408	
MIAMI	SE	UNTITLED CUBACIA PROJECT	\$ 375,000	\$ 122,038.00				10	10	25		\$ 497,038	\$ 99,408	
MIAMI	SE	COCAINE COWBOYS: LOS MUCHACHOS	\$ 375,000	\$ 122,038.00				10	10	25		\$ 497,038	\$ 99,408	
BOCA RATON	SE	INFORMED CONSENT FOR PED. CLINICAL TRIALS	\$ 70,359	\$ 31,904.00				12	0	243		\$ 102,263	\$ 20,453	
MIAMI/HIALEAH/MIAMI BCH/HOLLYWOOD/PEM BROKE PARK	SE	IF YOU ONLY KNEW - FF	\$ 214,178	\$ 383,558.00				22	0	72		\$ 597,736	\$ 149,434	
BOCA RATON	SE	TEACHING MEDICAL STUDENTS	\$ 106,011	\$ 26,154.00				6	0	24		\$ 132,165	\$ 26,433	
MIAMI BCH/MIAMI	SE	CONFESIONES DE NOVELA	\$ 469,820	\$ 127,305.00				54	160	216		\$ 597,125	\$ 119,425	
DUCK KEY	SE	THE LAST RESORT	\$ 226,100	\$ 241,354.00				96	228	9		\$ 467,454	\$ 93,490	
MIAMI	SE	STUDIO TR33	\$ 139,885	\$ 123,166.00				38	2	2		\$ 262,751	\$ 52,550	
MIAMI/BROWARD	SE	TR33 QUIERO MIS QUINCES (III)	\$ 128,575	\$ 27,533.00				26	30	15		\$ 156,108	\$ 31,221	
MIAMI	SE	BILLBOARD LATIN MUSIC RED CARPET SHOW	\$ 121,815	\$ 237,086.00				51	6	1		\$ 358,901	\$ 71,780	
			\$ 4,352,649	\$ 2,287,400.00				2,072	591	1,002	\$ -	\$ 6,640,049	\$ 1,446,699	
QUEUE B - COMMERCIALS/MUSIC VIDEOS (8)														
ORLANDO	CE	HSI PRODUCTIONS, INC.	\$ 280,000	\$ 545,000				183	50	2		\$ 825,000	\$ 165,000	
ORLANDO	CE	GO FILM, INC.	\$ 536,543	\$ 538,338				280	109	8		\$ 1,074,881	\$ 214,876	
ORLANDO	CE	ADRENALINE FILM PRODUCTIONS, INC.	\$ 711,945	\$ 187,657				131	10	14		\$ 899,602	\$ 179,920	
ORLANDO	CE	ADRENALINE FILM PRODUCTIONS, INC.	\$ 77,000	\$ 83,000				48	3	2		\$ 160,000	\$ 32,000	
JAX	N	HSI PRODUCTIONS, INC.	\$ 80,750	\$ 59,000				75	27	1		\$ 139,750	\$ 27,950	
MIAMI	SE	HSI PRODUCTIONS, INC.	\$ 60,000	\$ 60,000				39	18	1		\$ 120,000	\$ 24,000	
MIAMI/MIAMI BCH	SE	IMPERIAL WOODPECKER	\$ 910,410	\$ 1,284,062				133	538	10		\$ 2,194,472	\$ 438,894	
MIAMI	SE	BRIGHT PICTURES	\$ 230,742	\$ 291,334				63	5	5		\$ 522,076	\$ 104,415	
			\$ 2,887,390	\$ 3,048,391				952	760	43	\$ -	\$ 5,935,781	\$ 1,187,155	
GRAND TOTALS ALL FY2010-2011 PROJECTS (INCLUDES UNVERIFIED DATA)														
			58	\$ 70,563,074	\$ 51,124,924	1,226	219	2,636	16,066	24,269	2,737	\$ 1,239,857	\$ 130,593,125	\$ 30,576,405
											LOGGING \$\$ FOR VERIFIED ONLY			

NOTE: BOLDED - FF = FAMILY FRIENDLY PRODUCTION



NORTH REGION:

Projects:	6
Projected Total FL Wages:	15,937,590
Positions Created (Projected):	2,386
Estimated Room Nights:	3,399
Qualified Florida Expenditures:	20,364,807
Certified Tax Credit Award:	5,029,117

CENTRAL EAST REGION

Projects:	48
Projected Total FL Wages:	214,402,447
Positions Created (Projected):	12,893
Estimated Room Nights:	62,581
Qualified Florida Expenditures:	329,878,957
Certified Tax Credit Award:	65,862,124

CENTRAL WEST REGION

Projects:	11
Projected Total FL Wages:	16,525,511
Positions Created (Projected):	4,475
Estimated Room Nights:	9,942
Qualified Florida Expenditures:	30,743,405
Certified Tax Credit Award:	8,684,526

SOUTHWEST REGION

Projects:	0
Projected Total FL Wages:	0
Positions Created (Projected):	0
Estimated Room Nights:	0
Qualified Florida Expenditures:	0
Certified Tax Credit Award:	0

SOUTHEAST EAST REGION

Projects:	85
Projected Total FL Wages:	530,575,045
Positions Created (Projected):	170,841
Estimated Room Nights:	133,152
Qualified Florida Expenditures:	917,291,094
Certified Tax Credit Award:	162,060,972

**FY 2010 - 2015 ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE
5 YEAR PROJECTIONS
REGIONAL BREAKOUT**

2010/2015 Entertainment Industry Financial Incentive Program Summary - September 15, 2011

Regional Summary

	<u># of Projects</u>	<u>%</u>	<u>Projected Total Florida Wages</u>	<u>%</u>	<u>Projected # of Florida Positions Created</u>	<u>%</u>	<u>Estimated Room Nights</u>	<u>%</u>	<u>Qualified Florida Expenditures</u>	<u>%</u>	<u>Certified Tax Credit Award</u>	<u>%</u>
CENTRAL EAST REGION	48	32.00%	\$ 214,402,447	27.58%	12,893	6.76%	62,581	29.93%	\$ 329,878,957	25.41%	\$ 65,862,124	27.26%
BREVARD LAKE ORANGE SEMINOLE ST LUCIE VOLUSIA												
CENTRAL WEST REGION	11	7.33%	\$ 16,525,511	2.13%	4,475	2.35%	9,942	4.76%	\$ 30,743,405	2.37%	\$ 8,684,526	3.59%
HERNANDO HILLSBOROUGH PINELLAS POLK MANATEE SARASOTA												
NORTH REGION	6	4.00%	\$ 15,937,590	2.05%	2,386	1.25%	3,399	1.63%	\$ 20,364,807	1.57%	\$ 5,029,117	2.08%
LEON SUWANNEE ALACHUA DUVAL ST. JOHNS CLAY												
SOUTHEAST REGION	85	56.67%	\$ 530,575,045	68.25%	170,841	89.64%	133,152	63.69%	\$ 917,291,094	70.65%	\$ 162,060,972	67.07%
MIAMI-DADE BROWARD PALM BEACH MONROE												
SOUTHWEST REGION	0	0.00%	\$ -	0.00%	0	0.00%	0	0.00%	\$ -	0.00%	\$ -	0.00%
Totals	150	100.00%	\$ 777,440,593	100.00%	190,595	100.00%	209,074	100.00%	\$ 1,298,278,263	100.00%	\$ 241,636,739	100.00%

Project Type Summary

THEATRICAL MOTION PICTURE	33	22.00%	\$ 161,901,757	20.82%	21,173	11.11%	93,338	44.64%	\$ 257,973,295	19.87%	\$ 49,704,490	20.57%
MADE FOR TV MOTION PICTURE	1	0.67%	\$ 449,888	0.06%	237	0.12%	30	0.01%	\$ 947,636	0.07%	\$ 189,527	0.08%
DIRECT TO VIDEO MOTION PICTURE	1	0.67%	\$ 2,362,010	0.30%	167	0.09%	750	0.36%	\$ 3,258,013	0.25%	\$ 814,503	0.34%
VISUAL EFFECTS FILMS	1	0.67%	\$ 3,500,000	0.45%	145	0.08%	2,250	1.08%	\$ 4,720,073	0.36%	\$ 944,014	0.39%
DOCUMENTARIES	8	5.33%	\$ 2,860,290	0.37%	96	0.05%	85	0.04%	\$ 3,692,049	0.28%	\$ 738,412	0.31%
VIDEO GAMES	10	6.67%	\$ 83,172,281	10.70%	673	0.35%	1,245	0.60%	\$ 137,501,325	10.59%	\$ 33,511,687	13.87%
DIGITAL MEDIA PROJECTS	16	10.67%	\$ 4,454,435	0.57%	260	0.14%	77	0.04%	\$ 5,798,896	0.45%	\$ 1,190,073	0.49%
COMMERCIALS	12	8.00%	\$ 4,368,862	0.56%	1,763	0.92%	1,450	0.69%	\$ 8,856,566	0.68%	\$ 1,771,310	0.73%
TV SERIES - HIGH IMPACT (ONE SEASON = ONE PROJECT)	22	14.67%	\$ 434,407,196	55.88%	151,140	79.30%	97,954	46.85%	\$ 741,114,361	57.08%	\$ 126,249,814	52.25%
TV SERIES - REALITY SHOW	10	6.67%	\$ 13,789,085	1.77%	1,295	0.68%	1,639	0.78%	\$ 23,212,498	1.79%	\$ 4,722,676	1.95%
TV SERIES - TELENOVELA	9	6.00%	\$ 37,511,325	4.82%	2,500	1.31%	1,985	0.95%	\$ 60,874,300	4.69%	\$ 11,520,574	4.77%
TV SERIES - DRAMA/COMEDY/GAME SHOW ENT SHOW/TALK/MUSIC/HOW TO/VARIETY/MINI SERIES	10	6.67%	\$ 12,745,412	1.64%	1,488	0.78%	1,152	0.55%	\$ 18,910,758	1.46%	\$ 3,977,401	1.65%
TV SERIES - INTERACTIVE	1	0.67%	\$ 126,178	0.02%	3	0.00%	0	0.00%	\$ 140,800	0.01%	\$ 28,160	0.01%
TV SERIES - PILOT	6	4.00%	\$ 9,074,010	1.17%	4,103	2.15%	3,992	1.91%	\$ 16,839,141	1.30%	\$ 3,367,826	1.39%
TV PRODUCTION - NON SERIES	8	5.33%	\$ 5,316,648	0.68%	5,264	2.76%	1,920	0.92%	\$ 9,736,090	0.75%	\$ 1,965,780	0.81%
TV AWARDS SHOW	2	1.33%	\$ 1,401,216	0.18%	288	0.15%	1,207	0.58%	\$ 4,702,462	0.36%	\$ 940,492	0.39%
TOTAL PROJECTS	150	100.00%	\$ 777,440,593	100.00%	190,595	100.00%	209,074	100.00%	\$ 1,298,278,263	100.00%	\$ 241,636,739	100.00%

- * 16 FAMILY FRIENDLY PRODUCTIONS
(9 Theatrical MP; 7 Video Games)
- ** 12 BUNDLED COMMERCIAL APPLICATIONS
(25 INDIVIDUAL COMMERCIALS)
- *** 5 HIGH IMPACT TV SERIES

TAX CREDIT BALANCE - 9/15/2011

GENERAL PRODUCTION QUEUE	\$ 2,942,101	
COMMERCIAL & MUSIC VIDEO QUEUE	\$ 5,747,589	
INDEPENDENT & EMERGING MEDIA QUEUE	\$ 3,673,571	
APPLICATIONS RECEIVED	343	
PENDING PROJECTS - 9/15/2011	PROJECTED FLORIDA EXPENDITURES	PROJECTED TAX CREDIT CERTIFICATION
GENERAL PRODUCTION QUEUE - 1 PROJECT	\$ 4,731,919	\$ 1,419,575
INDEPENDENT & EMERGING MEDIA QUEUE - 2 PROJECTS	\$ 706,721	\$ 167,520



PRODUCTION REVENUE TRACKING GUIDELINES
Direct Spending For On-Location Production - US Dollars

Determining the direct location spending a film or media project brings to an area is an important task. In a perfect world, a commission can ask the producer or production accountant on a project to arrive at an accurate assessment of the actual dollars spent in a given area using the AFCI. However, this information is not always available.

In the event actual reports cannot be secured, the formulas listed here have been recognized by AFCI members from North American film commissions as reasonable guides for calculating the production spending of certain projects. These formulas are based on an analysis of studio & TV network accounting records, independent producers/production managers, commercial production companies, exit reports submitted to film commissions, and generally accepted estimates from film commissioners.

Outside North America, many cities, regions, and nations may have different results, and are encouraged to use this system as a basis for the development of their own unique tracking systems. As with any formula, common sense and prevailing history should be applied. By careful tracking of reports from AFCI members using this system, the Task Force will periodically refine the formulas to increase the accuracy and flexibility for all jurisdictions.

	LOW BUDGET Minimal Crew	MEDIUM BUDGET Full Crew, Union Scale	HIGH BUDGET Full Crew, Union Scale
Type of Production			
Feature Film		\$125,000/day	\$260,000/day (including stage work)
Feature Film (Independent)	\$30,000/day	\$50,000/day	\$110,000/day
TV Weekly Series (Network TV)		\$165,000/day	\$300,000/day (including stage work)
TV Movie	\$35,000/day	\$75,000/day	\$125,000/day
TV Special	\$35,000/day	\$60,000/day	\$100,000/day
Commercial	\$25,000/day	\$100,000/day	\$150,000/day
Music Video	\$30,000/day	\$65,000/day	\$110,000/day
Corporate/ Industrial	\$15,000/day	\$25,000/day	\$45,000/day
Documentary	\$15,000/day	\$25,000/day	\$35,000/day
Still Photography	\$15,000/day	\$25,000/day	\$35,000/day
Reality	\$7,500/day	\$25,000/day	\$60,000/day
* All Others	\$15,000/day	\$25,000/day	\$35,000/day
* All Others: 2nd Unit, Travel, Educational, Satellite, Foreign Broadcasts, Sports, Exercise, etc.			

(Revised February 2007)