

**From:** [Welge, Niki](#)  
**To:**  
**CC:**  
**Subject:** News & Events- Governor's Office of Film & Entertainment  
**Date:** Friday, October 03, 2008 5:09:18 PM  
**Attachments:** [FY07-08 Entertainment Industry Incentive Annual Report.pdf](#)



## NEWS:

### THE 2007/2008 FILM, TELEVISION & DIGITAL MEDIA INCENTIVE PROGRAM ANNUAL REPORT

The following letter and attached report were submitted to Governor Charlie Crist, President of the Senate Ken Pruitt and Speaker of the House Marco Rubio on October 1, 2008.

Honorable Governor Charlie Crist  
President of the Senate Ken Pruitt  
Speaker of the House Marco Rubio

RE: 2007-2008 Annual Report: The Entertainment Industry Financial Incentive Program

Dear Governor Crist, President Pruitt, and Speaker Rubio:

Pursuant to F.S. 288.1254(6), attached please find the FY 2007-2008 Annual Report for the Entertainment Industry Financial Incentive Program. The Entertainment Industry Financial Incentive program was created by the Legislature within the Governor's Office of Film and Entertainment (OFE) for the purpose of encouraging the use of Florida as a site for production and to develop and sustain the workforce and the infrastructure for film and entertainment production.

Entertainment incentives are offered by nearly every state in the nation as well as many other countries around the globe. Their impact on a production company's bottom line can be a primary influence on their location decisions.

Florida has effectively capitalized on this dynamic through its entertainment incentive program. The program brings productions to the state that employ our workforce and purchase goods and services from Florida businesses. The entertainment incentive is also an effective tool for retaining the indigenous film and entertainment industry workforce and businesses.

The Don Davis Entertainment Industry Economic Development Act, effective July 1, 2007, brought about significant improvements to the incentive program, allowing us to maximize uptake and therefore increase the economic impact to the state. These improvements included:

- A provision for productions occurring later in the fiscal year allowing them to cross fiscal years
- An additional 5% cash rebate for filming during hurricane season
- Roll-over of recouped FY 2007-2008 funds to FY 2008-2009

The attached FY 2007-2008 Entertainment Industry Financial Incentive Program Annual Report provides an overview of program outcomes. You will see that fifty three (53) productions spent more than \$123.5 million on qualified Florida wages, businesses and services that met the strict parameters of the program. The 14,057 jobs resulting from these productions put \$75.3 million in wages into the pockets of Floridians. Revenues to Florida businesses exceeded \$49.4 million. This includes an estimated 35,000 hotel room nights.

Approximately \$18.5 million was rebated to these productions based on their qualified Florida expenditures. Described as a ratio, the direct economic impact of the entertainment incentive is 6.7:1. This means that, on average, for every dollar the state has rebated a certified production on qualified Florida expenditures, close to seven dollars was spent on Florida wages, products or services. It is important to note that Florida's entertainment incentive is a *cash rebate payable only for qualified expenditures to pre-certified companies after they have completed production and the OFE has reviewed their audited receipts*.

Clearly the entertainment incentive has been functioning as intended – providing employment and business opportunities associated with this industry cluster and subsequently pumping dollars into our state's economy. The question becomes *how important is this industry cluster to Florida's economy and what role can it play in Florida's economic recovery?*

Understanding the economic impact and growth potential of Florida's key industry clusters is critical to developing both short and long term economic growth strategies for our state. To better inform you, I have enclosed a two page executive summary of [Part II - Statewide Economic and Fiscal Impact](#) of the 2008 study titled *The Film and Entertainment Industry in Florida*. Prior to this study, the most recent economic assessment of the film and entertainment industry in Florida was published in 2003. This was also prior to the implementation of the incentive program.

The first two parts of the 2008 study are available at our website at [www.filminflorida.com](http://www.filminflorida.com) or by contacting our office at (850) 410-4765. This comprehensive five part study, being conducted by the University of Florida's Haas Center for Business Research and Economic Development, will be available in its entirety in late December.

You will be pleased to learn that the estimated economic impact of the Florida film and entertainment industry cluster grew from nearly \$27 billion in 2003 to \$29.2 billion in 2007. The industry is currently responsible for over 207,000 jobs in the state, a 3.7 percent increase from 2003, and generates nearly half a billion dollars in tax revenues annually, up an estimated 5.3 percent during the same time period. The study observes that *"the impact could be larger if more films and other types of productions were attracted to the state."*

Unfortunately, while Florida's incentive appropriation decreased by 80% for FY 2008-2009, our competitors for the film and entertainment industry (e.g. Michigan, Louisiana, New Mexico, New York, Georgia and numerous other states) enhanced their entertainment incentives to capitalize on them as tools for accelerating economic growth. I'm hopeful that Florida will restore its incentive in the near future and recapture the lost production that keeps our workforce and businesses in Florida with their families.

I am honored to serve my state and look forward to working with you to keep Florida a great place to visit, to live, to work, to do business, and to create the entertainment products the world continues to demand.

Respectfully,

**Lucia Fishburne**  
**State Film Commissioner**  
**Governor's Office of Film & Entertainment**  
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## **PART II OF THE ECONOMIC ASSESSMENT: THE ECONOMIC IMPACT OF THE FLORIDA FILM AND ENTERTAINMENT INDUSTRY - NOW AVAILABLE**

The second installment of the Florida Film and Entertainment Industry Economic Assessment is now available on our website, [filminflorida.com](http://filminflorida.com).

Some points of interest:

1. The estimated economic impact of the Florida film and entertainment industry cluster grew from nearly \$27 billion in 2003 to \$29.2 billion in 2007.
2. The industry is currently responsible for over 207,000 jobs in the state, a 3.7 percent increase from 2003.
3. The industry generates nearly half a billion dollars in tax revenues annually, up an estimated 5.3 percent during the same time period.

The remainder of the document, as well as an executive summary, are available at the following link: <http://www.filminflorida.com/ifi/ea.asp>. Additional portions of the assessment will be announced upon completion.

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## **PROVIDE YOUR INPUT TO THE GOVERNOR'S MUSIC RECORDING INDUSTRY TASK FORCE**

The Office of Film and Entertainment is partnering with the Florida Department of State's Division of Cultural Affairs to provide a website as a tool to obtain input from musicians and other industry professionals across all genres and geographic areas. If you are interested in providing input to the Music Recording Industry Task Force, please click [here](#).

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## **LOCAL PRODUCTION COMPANY DNP STUDIOS ANSWERS HOLLYWOOD WITH "FIREPROOF"**

*Their Third Feature Film is #4 in Box Offices Across America!*

Orlando, FL - DNP Studios is just glowing from the opening weekend of their third feature film, "Fireproof", which hit theaters last Friday, September 26th. Fresh off the success of "Facing the Giants," "Fireproof" is another collaborative theatrical achievement for DNP Studios and Sherwood Pictures, which was distributed by Sony Pictures and Provident Films. With Hollywood now challenging producers to create movies with moral values, but with energy and entertainment sought after by mainstream moviegoers, DNP Studios comes through with another accomplishment in "Fireproof".

"Fireproof", is an action-packed love story about a firefighter, his wife and a marriage worth rescuing. The film started out with success on its side, playing in 95 more cities than originally planned and almost 1,000 theaters nationwide. The movie was shot in Albany Georgia in just thirty days with a mere budget of \$500,000, and over 1,000 volunteers, most of whom were previously trained on the set of "Facing the Giants" set by Orlando natives, David Nixon, President of DNP Studios and "Fireproof" Producer, in addition to Bob Scott, "Fireproof" Director of Photography.

They filmed with the Panasonic Varicam High definition camera and a crew of eight professionals brought in by DNP Studios. "This is such an important movie. I think that this is probably one of the most if not the most important role I have ever played", says Kirk Cameron, Hollywood veteran, best known for his role in television series "Growing Pains", who plays lead role of Captain Caleb Holt in "Fireproof".

This is DNP Studios third feature film including "Facing the Giants", an action-packed, family-friendly drama about a high school football coach who draws up a new game plan for his team and himself, which grossed over \$40 million dollars in combined box office and DVD sales. "Making Waves" is a family film about a young girl chasing her dreams of winning the jet ski championship, and "The Harvest" a dramatic story of a young family pushed to the edge by a crisis at harvest season.

For additional information about DNP Studios, please visit, [www.dnpstudios.com](http://www.dnpstudios.com).

About Fireproof

For more information, please visit [www.FireprooftheMovie.com](http://www.FireprooftheMovie.com).

About Sherwood Pictures

Production company operating out of Sherwood Baptist Church in Albany, Georgia. For more information please visit, [www.sherwoodpictures.com](http://www.sherwoodpictures.com).

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## FLORIDA ARTICLES OF INTEREST:

### HOLLYWOOD PRIZES REPUTATION AS `FILM-FRIENDLY CITY`

MiamiHerald.com, FL © Sept 27, 2008

Thanks to a burgeoning film and television business, you never can tell when the stars might be out in Hollywood. For the past few years, the city has been one of the most sought-after Broward County locations for producers and directors.

### UF STUDENTS' SHORT FILM 'MANBEAST' DRAWS LAUGHS, CHEERS AND AWARDS

Gainesville Sun © Sept 28, 2008

The seven-minute film titled "ManBeast" made by five UF students won Best Film and Best Actor in Student Upstart Films' recent 24-Hour Film Rush.

### LOCAL FILM COMMISSIONS HOST STATE CONFERENCE

Charlotte Business Journal © Oct 1, 2008

The Tampa Bay Film Commission and St. Petersburg/Clearwater Film Commission will host a State of the Film and Entertainment Industry Summit to brainstorm about the issues facing Florida's film industry.

### THE ARTS CONNECTION IN CONVERSATION: RALPH CLEMENTE

WMFE.org © Oct 2, 2008

Click to view an interview with Ralph Clemente from Valencia Community College's Film Department.

## ARTICLES ABOUT THE COMPETITION:

### ARIZONA'S MOVIE MOMENTUM GOING STRONG, AT LEAST FOR NOW

RedOrbit © Sept 27, 2008

While it certainly feels like the Middle East in Mesa during the summer, it was the look of the East Valley that attracted the major Hollywood production "The Kingdom" in 2006.

### 'JOHN ADAMS' COULD HELP THE STATE LURE MORE MOVIES

RedOrbit © Sept 28, 2008

'JOHN ADAMS,' the seven-part miniseries that aired this spring on HBO, cleaned up at the Emmys. But, has it brought any new riches to the Hampton Roads or state film industry?

### COUNTY WANTS TAX INCENTIVES FOR FILMMAKERS

South Bergenite, NJ © Sept 29, 2008

Members of the Bergen County Film Commission along with New Jersey Motion Picture and Television Commission Executive Director Steve Gorlick, Bergen County Chairman Dennis McNerney and Freeholder Bernadette McPherson held a press conference on Monday, the last day of the Reel Jersey Film Festival, to announce a renewed push for greater tax incentives for digital media production companies in the Garden State.

### HAMPTONS FAMILIAR LOCATION FOR DIRECTOR

27east.com, NY © Sept 30, 2008

In fact, Mr. Sonnenfeld said the show was never even intended to be filmed in the Hamptons. The original intent was to shoot in south Los Angeles and Pasadena. A 30-percent tax incentive the New York State legislature passed in April this year—up from 10 percent—for film and television productions was a game changer.

#### **HOLLYWOOD ON THE HURON: MICHIGAN NOW A FILM MECCA**

Los Angeles Times © Sept 30, 2008

First it was Louisiana. Then it was New Mexico and New York. Now it's Michigan's turn as the latest hot spot for film production. Not since Michael Moore's documentary "Roger and Me" has the Great Lakes state garnered so much attention from Hollywood.

#### **NEW FILM BOSS EYES SLOW, STEADY GROWTH**

Portland Business Journal © Oct 1, 2008

As former Showtime executive Vince Porter cultivates Oregon's ever-fertile filmmaking landscape, he'll seek modest gains as opposed to rapid growth based on empty promises. Such strategies have chased film productions, including those that the new Oregon Film and Video Office executive director has overseen, from many an overeager state.

#### **FILM GREEN BAY WILL TRY TO LIVE UP TO ITS NAME**

Green Bay Press Gazette - WI © Oct 1, 2008

With a \$5.2 million film in the wings to be shot in part in Green Bay, a volunteer-based "film commission" Tuesday announced the creation of Film Green Bay.

#### **ALABAMA VOICES: INCENTIVES FOR FILMS NEEDED**

Montgomery Advertiser © Oct 2, 2008

According to an ABC Online article, 44 companies have signed agreements to produce films in Michigan. This has already produced \$268 million in revenue for Michigan. Alabama, by comparison, which stole Michigan's thunder in the automotive industry, could do the same in the movie industry. But will it?

#### **GENERAL ARTICLES OF INTEREST:**

#### **HOLLYWOOD TO BENEFIT FROM BAILOUT?**

Variety, CA © Oct 2, 2008

As part of the Senate's economic rescue plan passed Wednesday night, solons attached a tax-break bill that would benefit numerous businesses, including Hollywood. But the attached bill could be a reason why the House may reject the rescue plan.

### **STATEWIDE EVENTS:**

#### **DMAF PRESENTS - THE CONVERGENCE: A SOCIAL GATHERING FOR FLORIDA'S DIGERATI**

When: Thursday, October 9th

Where: Ember Restaurant & Bar - Gorgeous! Inviting! Opened Mid-September!  
42 West Central Boulevard, Orlando

What: Food: provided-free, Drinks: available-of course, Networking: the best

For more information about Digital Media Alliance Florida, visit: <http://www.dmaflorida.org/>

#### **2008 AICP SHOW: THE ART & TECHNIQUE OF THE AMERICAN COMMERCIAL**

The Florida Chapter of the Association of Independent Commercial Producers (AICP) invites you to join them tonight to screen The Art and Technique of the American Commercial. The Show is a compendium of advertisements selected for honors by industry professionals. It debuted on June 3 at The Museum of Modern Art (MoMA) in New York, and is currently touring museums and cultural institutions nationally and internationally.

Selections of the honored commercials were made by 300 judges across the country, including a blue-ribbon curatorial panel composed of distinguished members of the industry from production companies, advertising agencies, editorial shops, and others. Additionally, a separate judging panel was convened to select the honorees in the Advertising Excellence/Next category, which recognizes outstanding multi-dimensional marketing messages that appear in all moving image media - both traditional and emerging.

Now in its 17th year, the Show is presented annually by the AICP, an advertising trade organization that represents companies that specialize in commercial production in various media.

When: Tonight, October 3<sup>rd</sup>

6:30p - Pre-Screening Cocktail Reception

8:00p - Screening of the 2008 AICP Show

Where: Colony Theater, Miami Beach

For more information about AICP, visit: [http://www.aicp.com/about\\_aicp/chapters/florida/index.html](http://www.aicp.com/about_aicp/chapters/florida/index.html)

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### **IATSE 477 MEMBERSHIP MEETING**

The October 2008 membership meeting will be held Saturday, October 11, 2008, at 7:00p.m., at the IATSE 631 Meeting Hall, 5835 Conroy Road, 2nd Floor, in Orlando. All current and new members are requested to attend.

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### **FRANCE CINEMA FLORIDE MIAMI - TIME CHANGE**

Due to your overwhelming response to the Festival, we have no choice but to change all the show times and begin each film earlier on Sunday November 9th in Miami to allow more time for the Q&A Session after the movie "Welcome to the land of the Ch'tis" with Danny Boon (Director/Actor), Kad Merad (Actor), and Eric Hubert (Producer).

Please go to our website ([Click Here](#)) to view a revised Miami schedule.  
Boca Raton's schedule remains the same.

[Miami: Nov 7.8.9, 2008](#) - - [Boca Raton: Nov 14.15.16, 2008](#)

Thank you to those who have already shown their support by buying their advanced tickets online, but please note that Sunday's show times were changed.

If you are still planning on attending do not wait to purchase your tickets.  
We have already sold more than 65% of the tickets in Miami and over 40% of the tickets in Boca Raton for [Welcome To The Land Of Ch'tis](#) (Bienvenue chez les Ch'tis) and tickets are going fast for the rest of the films.

France Cinema Floride is your only chance to experience the best new French films for 2008 in Miami and Boca Raton.

We hope to see you there!

For the box-office see our website (Ticket info) Advance tickets/passes are on sale at:

Miami: [click here](#)

Boca Raton: [click here](#)

Patrick Gimenez and FCF Team

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### **TAMPA WEEKEND FILM SCHOOL – MASTER SERIES: CINEMATOGRAPHY**

Tampa Weekend Film School's Master Series: Cinematography class will be held on Oct. 18<sup>th</sup> in Clearwater, Florida.

Our instructor, Erik Curtis, is a veteran cinematographer, who has worked on many major feature films, such as Miami Vice, Into the Blue, Amityville Horror, and many more. Panavision, Chameleon Filmworks Studio, and First Unit Production Services are sponsoring the event.

We are only charging \$99/ student. Students will be getting hands-on training with Panavision 35mm cameras, as well how to choose film stock, loading film, camera operation, focus-pulling, choosing lenses, lighting for film, using a light meter, and much more. The class is all day Saturday, Oct 18th at Chameleon Filmworks Studios in Clearwater.

There are about 15 seats left. Register at: <http://tampaweekendfilmschool.com>.

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### **SAVE THE DATE – 2<sup>ND</sup> ANNUAL ORLANDO HISPANIC FILM FESTIVAL**

Only 1 week left before the 2nd Annual Orlando Hispanic Film Festival, Friday, October 10 through Sunday, October 12, 2008.

Where: Premiere Cinemas 14, 3201 E. Colonial Dr., Orlando, FL 32803 in the Orlando Fashion Square (407-894-0545).

#### *Films*

Each film to be screened is listed on the website with its synopsis. Plan ahead and make sure you arrive early to get your tickets to the film you would like to watch. .

#### *Tickets*

You can purchase single tickets and VIP passes at the Premiere Cinemas 14's box office. Allow yourself at least 30 minutes before your film screens to purchase the ticket at the Box Office.

Single tickets \$8  
Student/Senior (55+) & Single tickets \$6.

You can buy you VIP pass ahead of time at Premiere Cinemas 14, 3201 E. Colonial Dr., Orlando, FL 32803, 407-894-0545 in the Orlando Fashion Square or by clicking VIP Pass at <http://www.ohfilmfestival.com/tickets.html> on the Tickets page.

Once at the Theater, pick up your pass at the "will call" table and your ticket for all the films you are interested in watching all 3 days, Only \$50 for all 3 days.

A great lineup is waiting for you at this year's festival! Check out the film schedule and plan your weekend out: <http://www.ohfilmfestival.com/filmshedule.html>.

## employment opportunity :

### EMPLOYMENT OPPORTUNITY: SAZON LATINO PRODUCTIONS, LLC

Sazon Latino Productions is a production company based in St Petersburg, FL that specializes in Spanish television production. We are currently seeking Local Voice Over Talent, On Air Talent, Avid Editors and Translators. All must be fluent in Spanish. Please email [Info@SazonLatinoTV.com](mailto:Info@SazonLatinoTV.com).

**Please Note:** If you have a press release or an educational event, you can post it on our website [www.filminflorida.com](http://www.filminflorida.com). The Governor's Office of Film & Entertainment reserves the right to edit or exclude any content not deemed appropriate.

If you wish to be removed from this newsletter please reply with "**Remove**" in the subject line

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