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FLORIDA'S ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE PROGRAM SUMMARY FY 2010-2016

- 246 projects certified
- 160,537 positions for Floridians
- \$788,811,436 in wages for Floridians
- \$1,299,093,711 in Florida qualified expenditures
- 219,292 lodging/hotel room nights

FLORIDA'S ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE PROGRAM

Mission: to encourage the use of the state of Florida as a site for film, entertainment and digital media production, and to develop and sustain the workforce and infrastructure for film, entertainment and digital media production.

Vision: to establish Florida as a world-renowned film, entertainment and digital media production center.

Established by Florida statute in 2010, the program began on July 1, 2010 and sunsets June 30, 2016.

The Florida legislature has allocated a total of \$296 million over the life of the program – currently, the majority of these funds have been allocated.

EXPONENTIAL IMPACT

Florida's Entertainment Industry Financial Incentive Program is forecast to create \$4.1 billion in additional state gross domestic product over the life of the program.

Florida's Entertainment Industry Financial Incentive Program increases the state's gross domestic product at a rate of \$15 for every \$1 of tax incentive.

Florida's Entertainment Industry Financial Incentive Program is expected to create between 7500-12000 annualized positions over the life of the program.



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TOURISM MARKETING RETURN ON INVESTMENT

“If a film is successful in generating tourism, the economic and fiscal impacts can be substantial. For example, if a successful film production induces 100,000 visitors to a state over several years, these visitors would spend approximately \$34 million during their visits on lodging, meals, entertainment and other purchases. In a typical state, this spending would create 310 direct and indirect jobs and \$1.2 million of additional state and local taxes.” – Ernst & Young, Evaluating the effectiveness of state film tax credit programs (2012)

“Our research shows that when considering tourists to the St. Petersburg/ Clearwater area, the **Dolphin Tale** movie is the driver of approximately 72.7% of visitors to CMA. The model forecasts approximately eight hundred thousand visitors in 2013, growing to 2.3 million in 2016. These visitors will provide a total economic impact to the local economy of approximately \$580 million in 2013, which increases to \$1.7 billion in 2016.” – USFSP/ CMA, The Economic Impact of Dolphin Tale on the St. Petersburg/ Clearwater local economy (2012)

TV Series Featuring Miami
CY 2011 and EST. 2012 YTD Impressions and Media Value Jan. 1 – June 30, 2012

Program	Network	Length (min)	2011-2012 Episodes	Total Imps (Cume)	Total Valuation
The Glades	A&E	60	39	104,114,400	\$ 19,084,170
Charlie's Angels	ABC	60	4	27,600,000	\$ 9,998,100
Animal Cops: Miami	Animal Planet	60	26	13,930,000	\$ 1,717,891
Real Housewives of Miami	Bravo	60	14	22,890,000	\$ 4,236,939
CSI Miami	CBS	60	36	804,000,000	\$ 162,729,000
Catalina Hotel	CW	60	2	7,280,000	\$ 1,096,760
Austin & Ally	Disney Channel	60	21	18,040,500	\$ 2,688,509
Dexter	HBO	60	12	42,000,000	\$ 5,974,500
Magic City	Starz	60	14	10,010,000	\$ 1,508,045
Descontrol	Telemundo	60	66	32,832,000	\$ 8,256,672
South Beach Tow	TruTV	30	21	10,675,000	\$ 790,738
Quien Tiene La Razon	Telefuturo	60	390	198,575,000	\$ 49,852,88
Despierta America	Univision	240	390	397,150,000	\$ 99,705,775
Burn Notice	USA	60	20	149,400,000	\$ 26,518,500
Basketball Wives	VH1	60	28	30,800,000	\$ 10,757,880
Total:				1,869,096,900	\$ 404,916,367

Valuation Criteria

- Impressions represent Jan. 2011 – June 2012 as reported by networks/Neilsen
- Show values based on Network Cable CPM's ranging \$17.00 - \$25.50 (based on show reach/appeal/demand): Network Broadcast CPM of \$45.00
- Total value of 60-minute show based on 4x value of :60-second spot (1x/quarter hour programming segment)



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"The following data shows the results of research conducted by the Greater Miami Convention & Visitors Bureau (GMCVB) on the impressions and media value (i.e., television advertising) of different television series featuring Miami to demonstrate what it would cost if the GMCVB were to advertise Miami as a tourist destination during these television shows. Using the top three in terms of valuation dollars as examples – to advertise during one episode of "CSI Miami" it would cost \$1,921,106; to advertise during one episode of "Despierta America" it would cost \$255,656 and to advertise during one episode of "Burn Notice" it would cost \$1,325,925." – Florida OFE, Entertainment Industry Financial Incentive Annual Report 2011/2012 (2012)