

# FLORIDA'S FILM, TV & DIGITAL MEDIA INDUSTRY

*"The significant problems we face cannot be solved at the same level of thinking we were at when we created them".*

- Albert Einstein, scientist (1879-1955)

**Florida must start thinking about a strategy that will first and foremost encourage the retention of existing "high-impact" industries and professional workforce within the state, which will set a solid foundation upon which we can build bridges to a 21st century diversified economy.**

**Florida's film, TV and digital media industry exemplifies the type of "high-impact" industry that will help Florida achieve both short-term objectives and long-term economic development, diversification and sustainable prosperity:**

## FLORIDA'S FILM, TV & DIGITAL MEDIA INDUSTRY:



### A Proven Revenue Generator\*

■ In 2008, every **ONE** dollar of film incentives provided by the state was associated with **\$22** in additional gross state product and **\$1.44** in additional tax revenue;  
■ For every **\$1** invested in film, TV and digital media tax incentives; production companies first

spend approximately **\$7** on Florida wages and Florida goods & services;

■ For every **\$1** spent on a production within Florida, the state sees an additional **95 cents** of impact;

■ Only expenditures on Florida wages and Florida goods & services qualify for incentive rebates.

Florida's current and proposed plan is a "Performance-Based Incentive". No money is ever rebated until a production company has invested their money pursuant to specific "Florida-friendly" thresholds for spending.

### 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.

### High-Wage Jobs for Florida's Existing and Developing Workforce\*

■ In 2007, the film, TV and digital media industry directly employed approximately 102,000 Floridians at an average annual wage of \$57,700; it provided Floridians with another 105,000 indirect spin-off jobs in related industries;

■ Florida currently possesses the third largest, trained, professional, entertainment industry workforce in the country;

■ The industry triggered significant private and state investment in Florida's world-class graduate and undergraduate film, TV and digital media programs, now available in colleges and universities throughout the state.

[www.DigitalMediaBannerCenter.com](http://www.DigitalMediaBannerCenter.com)



**Film Florida ... Film Smart.**  
**[www.FilmFlorida.org](http://www.FilmFlorida.org)**



## Partners with Florida's Existing Industries

■ The Florida tourism and hospitality industries benefit from major marketing and advertising campaigns launched by studios and TV

networks to promote Florida-based productions;

■ Increased world-wide exposure triggers film-based tourism, driving more revenue into 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. Their products and services include:

- Mobile media content
- On-line and console video games
- 3D virtual worlds
- Media production portals
- Game engines & 3D production tools
- Online and interactive advertising
- Commercial animation and simulation
- And many more

■ 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.



## 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.

## Florida investing in the film, TV and digital media industry will:

■ **Produce an immediate positive return on our investment.**

Looking to the future, the industry can create many opportunities for broad-based investment (both foreign and domestic) to develop infrastructure and create bricks and mortar facilities, as well as creating opportunities for personal wealth-building by private investors in creative projects.



■ **Trigger more investment in Florida.**

By working diligently to attract domestic and international film, TV and digital media companies, we can become a production hub for not only the southeastern United States, but for Latin America, South America and the Caribbean as well.

■ **Increase its presence as a Global Commerce Hub.**

The film, TV and digital media industry represents high-wage employment opportunities for thousands of skilled, working Floridians immediately. Future investment in the industry will provide employment opportunities for the thousands of students that are pursuing film and new media career paths in Florida schools.

■ **Invest in our existing and developing workforce and provide viable opportunities for our future.**

## The Film, TV & Digital Media Industry Is The "Go To" Industry In Times Of Crisis

We are one of the only industries capable of surviving, regardless of economic conditions. Our impact is immediate, far-reaching and economically beneficial to Florida's workforce. We need your support to push for a competitive, consistent and feasible film, TV and digital media tax incentive. Without it, the substantial investment our state has already made in developing infrastructure and a skilled workforce will most definitely be lost to our progressive competitor States.

**The film, TV and digital media industry must be part of the solution to Florida's economic recovery and growth.**