



Naples **Marco Island** Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
October 24, 2005
TDC Meeting**

MEETINGS

- Lee County CVB Communications Director
- Curtis Films & Photography
- Emmanuel Boeck, director

PRODUCTION NOTES

- Cineworks/"Invasion"-2nd unit, tv series
- Collier County CVB – commercial still and film
- Infilaw – educational video
- Marquee Entertainment – still shoot
- "Still Green" – indie film wrapped

WORKING LEADS

- Sun King Studios – indie film
- "The Last Guy on Earth" – indie film
- Emmanuel Boeck untitled project – indie film
- ALL CURRENT PRODUCTION

SCOUT

- Collier County CVB – commercial still and film

OPERATIONS

- Film FL Trade Show Committee
- Lead/inquiry response
- Monthly Revenue Tracking
- -Polled participants for production activity
- -Followed-up with activity worksheets to clients
- -Recorded data
- Client Management
- Issued film permits
- -Opened a production file for each inquiry
- Monthly Governor's Office of Film & Entertainment revenue tracking

- Participated in FL House of Representatives Tourism Committee questionnaire on the film industry (*attached*)
- Variety.com ad placement

OTHER

- CVB Advisory Roundtable

MEDIA

- *Ft. Myers News-Press*

QUESTIONNAIRE ON FLORIDA'S ENTERTAINMENT INDUSTRY

The following are questions concerning the short-term and long-term growth potential of the entertainment industry in the state that are included in the House Tourism Committee interim project proposal entitled, *Florida's Entertainment Industry Infrastructure: Are We Growing the Indigenous Industry as well as Supporting Production?*

Because of your knowledge and experience in the entertainment industry, your thoughts on these issues would be greatly appreciated.

Entertainment Industry/Incentives

1. As we continue to raise our incentive amount for production, how do we compare with what other states are doing to increase their market share?

It has been evident to us that prior to Katrina, the state of Louisiana has been our strongest competition with hundreds of projects being shot in the city of New Orleans alone and their Motion Picture Incentive Act allowing for the sale of tax credits. Rhode Island has a \$500,000 threshold for qualification and the state of New Mexico is now securing production loans. Florida's incentive program is a long way from meeting those types of incentives. Participating in tradeshow this past year has made it all the more apparent that the "bottom line result" is the deciding factor in determining where a production is going to be shot

What, if anything, do we need to consider doing in order to maintain or increase our market share?

- *Creative financing solutions are essential*
- *Reach first time and independent filmmakers*
- *Explore soft incentives such as office space and security*
- *Rewards for Florida-set productions that actually shoot and showcase Florida*
- *An equal emphasis on TV as well as film production*
- *Maintain and open and working relationship with industry and labor representatives. Maintain a visible presence in the Los Angeles market and consider an equal position in New York City*

Is it worth our investment long-term?

Absolutely, both in real dollars coming in to the state, and also in the intangible marketing potential that the entertainment industry brings in to the state.

2. What are our state's entertainment industry infrastructure needs, short-term and long-term?

Sustaining a viable pool of crew, talent and technicians is crucial for competition. The southwest area of the state is without a viable sound stage facility or post-production facility. Also, private financing within the state is very limited.

How and when should these be addressed? (Is there a sequence in which the needs should be addressed?)

It really is a cyclical cure. Education will provide the crew, increased production with employ Floridian crews, and businesses will invest in production.

3. What, if anything, is being done to encourage the relocation of entertainment industry companies to Florida?

Not aware of any specific initiatives.

What should be done? What are other states doing that you think Florida should consider?

- *Tax credits for qualified production companies*
- *Re-designing existing structures to suit the specific needs of the industry (office and support space, sound stages, etc.)*

4. What is being done and what needs to be done to grow our indigenous entertainment industry?

- *Supporting local filmmakers and film students*
- *Supporting Florida's regional film festivals*
- *Screenwriting grants that favor "Florida-based" stories*
- *Incentives that give preferentiality to local hiring*

What are or should be the long-term goals of the state in this area?

Less of a reliance on location-driven projects and more emphasis on a self-supporting production.

5. What role can the state's post-secondary schools -- FSU, UCF, UM, Valencia, Full Sail -- play in addressing these issues?

Turn out high-skilled crew with marketable abilities in important for the work force. It's also important that existing crew be kept up-to-speed with the latest advances in technology and equipment standards. Offer courses to established talent and crew to remain competitive. Film schools in Florida also need to be ready to train for the growing market in

video gaming.

Office of Film and Entertainment

6. With the continued growth in responsibilities of the OFE, is the current staffing level sufficient to meet the current needs (statutory requirements and industry needs)? To meet the long-term needs of the state in this area?

The current team is doing a great job but it should be expanded.

7. If not, what do you recommend and what is the rationale for your recommendations?

A deputy director who acts as a liaison with legislative bodies on entertainment issues. This would free up the commissioner's time to be able to be more involved with day-to-day production, marketing and public relations.

8. There has been some discussion concerning an office in New York like the one in Los Angeles. Is this, in your opinion, warranted? If so, why? If not, why not?

This would be incredibly useful. So much of the print and advertising business comes from this region. It would be smart to have an agent bidding on the state's behalf for jobs here. A designated NY representative could also make contacts that would make sales missions to the area much more productive.

Please provide any additional information that is not addressed by the questions above.

If you have any questions, please contact Judy McDonald, Staff Director, Tourism Committee, Florida House of Representatives, at 850/488-9406 or judy.mcdonald@myfloridahouse.gov.

Thank you for your response.