

MIAMIBEACH

400-2019

OFFICE OF THE CITY MANAGER
NO. LTC #

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: 7/15/2019
SUBJECT: Production Industry Council Motion

The purpose of this Letter to the Commission ("LTC") is to inform the Commission of a motion passed by the Miami Beach Production Industry Council ("PIC") during their Thursday, July 11, 2019 meeting.

Members Present:

Mr. Daniel Davidson, Chairman
Ms. Christina LaBuzetta, Vice Chairwoman
Ms. Belkys Nerey
Mr. Abdul Muhammed
Ms. Joanna Rose-Kravitz

Members Absent:

Mr. Bruce Orosz
Mr. Aleksandar Stojanovich

MOTION: To accept the Tourism and Culture Department's "Film, Television and Photography: Strategic Plan" (attached), in concept, and unanimously support providing funding for resources necessary to realize the plan; and further, overwhelmingly approve the Administration's goal to educate and inform the film and production industry, stakeholders, and Miami Beach residents regarding the economic impact of film, the importance of building the Miami Beach brand to the film industry, and promoting the film grant incentives program.

Motion entertained by: Chairman Daniel Davidson

Motion moved by: Vice Chairwoman Christina LaBuzetta

Seconded by: Belkys Nerey

Motion Adopted: 5-0

Absent for vote: Mr. Bruce Orosz and Mr. Aleksandar Stojanovich.

JLM/MM/MK/HS/VH

CC: Marcia Monserrat, Chief of Staff to City Manager
Matt Kenny, Director, Tourism and Culture

MIAMI BEACH FILM, TELEVISION & PHOTOGRAPHY

STRATEGIC PLAN



PURPOSE

- The purpose of this **Strategic Plan**, is to inform the Production Industry Council on the desired strategy to be undertaken by the Tourism and Culture department to **educate the industry, the residents and stakeholders** in the Film, Television, and Photography industry in Miami Beach, as it relates to **economic impact, brand awareness, grant incentives, and the updated, streamlined permitting process.**
- The intended outcome is to bring a **cohesiveness to the industry**, and to **educate our residents and stakeholders** on the significance of this industry to Miami Beach.



PHASE #1A

- **PROBLEM:** The industry is unaware of the new Film grant incentive programs and the new streamlined permit process.
- The Tourism and Culture department has lost touch with the industry and needs to work to rebuild that relationship.



PHASE #1A

- **SOLUTION:** The Tourism and Culture department will produce a sizzle reel with Location Managers, Directors and Producers as the target audience, showcasing all that Miami Beach has to offer in terms of locations, which can be hosted on multiple digital platforms and widely shared.
- Estimated cost: \$5,000*



*The existing film grant allowances, are one potential funding source for this sizzle reel.



PHASE #1B

- **PROBLEM:** Miami Beach has not properly promoted itself as a world leader in Film, Television, and Photography, nor has it represented that well to its residents and key stake holders.
- We have sat on our laurels, and have not continued to celebrate and promote our successes (past and present).



PHASE #1B

- **SOLUTION:** The Tourism and Culture department will create a sizzle reel with residents and the greater population as the target audience to showcase all that Miami Beach has done in the past, and how Film, Television and Photography are ingrained in who we are.
- The Tourism and Culture department is also building a new page on our website to list well known Film and Televisions that have been shot in Miami Beach.
- **Estimated cost: \$5,000***

*The existing film grant allowances, are one potential funding source for this sizzle reel.



PHASE #1C

- **PROBLEM:** The industry, our residents and our key stakeholders are not aware of our message, our history, and how important this industry is to the quality of life, brand awareness and economic impact of Miami Beach.



PHASE #1C

- **SOLUTION:** Phase #1A and #1B would be accompanied by a full campaign including, but not limited to:
 - Press Release
 - Media Interviews
 - Digital Advertisements
 - Targeted Social Media Campaign
 - Instagram, Facebook, Instagram
 - Feature article in upcoming MB Magazine
 - 59% of our residents get their news via this source, as per a recent resident survey.
- Estimated Cost: \$3,500



PHASE #2

- **PROBLEM:** The industry has become fragmented – many are leaving Miami Beach for other locations, and thinking that Miami Beach doesn't care about Film, Television and Photography. Many are also unaware of what the Tourism and Culture department has done / is doing in order to revitalize this industry.



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PHASE #2

- **SOLUTION:** The Tourism and Culture department will host an Industry Mixer for the Film, Television and Photography industry to create the opportunity to educate the industry on all of the initiatives we are working on, the opportunities ahead, successes of the past, while also allowing them the opportunity to network, and offer feedback on the best way to move forward while promoting a **strong industry friendly posture**.
- **Estimated Cost: \$7,500***

*Cost could be \$0 if held in a Town Hall style setting, but we believe we need to offer more to get real engagement from the industry.



PHASE #3

- **PROBLEM:** Our community stakeholders and residents, see Film, Television and Photography as problematic to their quality of life.



PHASE #3

- **SOLUTION:** The Tourism and Culture department will host a Community Outreach seminar to promote a collaborative environment between the industry and residents / stakeholders. At this seminar, we will promote the following:
 - Education on the permitting process as it relates to parking, police, regulations and contact info.
 - Economic Impact of Film, Television and Print for the City of Miami Beach.
 - Why we need their support
 - Q&A Session with TCD and Industry Leaders
- **Estimated Cost: \$0.00**



PHASE #4

- **PROBLEM:** We have lost the allure and sexiness of the industry in our City (international film festivals, movie premieres, etc.).



PHASE #4

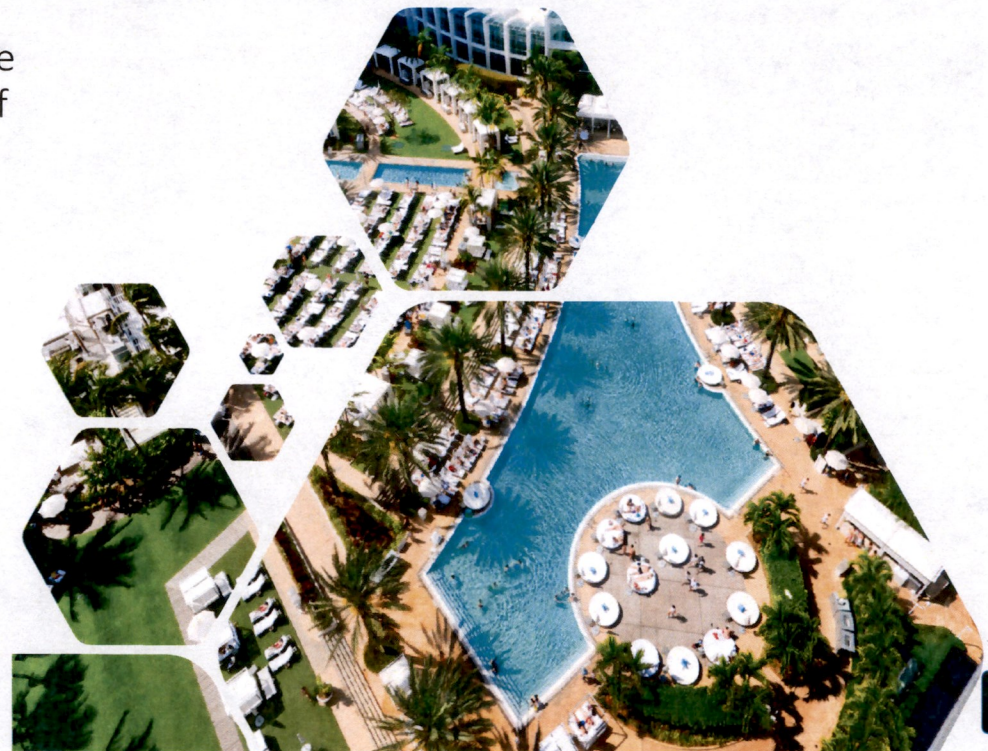
SOLUTION: THE DIVE INN FILM FESTIVAL

The Tourism and Culture department will seek out grant opportunities to create the first 'Dive Inn Film Festival', which will involve film screenings on the pool decks of some of our most world famous hotels.

This strategy will partner the Film Industry with our Hotel Industry, and will allow residents, tourists and the industry, the opportunity to become reacquainted with Film and our Hotels, while driving business and economic impact for both.

Estimated Cost: \$100,000.00*

*This cost is outside the PIC motion request for funds – this is something that TCD would like to work with sponsors and local hotels to achieve.



FUNDING SOURCES

The Tourism and Culture department has identified the following financial sources for this overall Strategic outlook:

- Film Incentive Grants
- Corporate Sponsorships
- City of Miami Beach
- Miami Dade County
- GMCVB Funding
- VCA Grants
- Misc. Film Industry Funding Sources / Donations.



NEXT STEPS

- Gain approval from the Production Industry Council.
- Gain approval from the Mayor and Commission.
- Identify Funding Sources and Execute Strategic Plan as shown
- How do we continue to grow:
- Investigate potential educational relationships/affiliations to grow the industry community:
 - Film Camps
 - Film Internships
 - Screenings of locally produced work
 - WE NEED YOU! Take the message to the local, national and international industry!



THANK YOU!

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