

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PRODUCTION INDUSTRY COUNCIL, AT ITS MARCH 11, 2021 MEETING, AND APPROVING THE PROPOSED AMENDED MIAMI BEACH FILM INCENTIVE PROGRAM GUIDELINES TO MAXIMIZE THE PROGRAM'S IMPACT, DIVERSIFY QUALIFYING PRODUCTIONS, INCREASE BENEFITS TO THE LOCAL WORKFORCE, EXPAND INDUSTRY RELATED OPPORTUNITIES, PROVIDE COVID-19 SUPPORT, AND FOSTER THE DEVELOPMENT OF HOMEGROWN TALENT.**

**WHEREAS**, in response to the Florida Legislature's decision to cease the State of Florida Film and Entertainment Incentive Program, the Administration provided the City Commission with a status of the Miami Beach film and print industry and methods to support the viability of the industry; and

**WHEREAS**, the Administration coordinated meetings with production industry figures, the City's Production Industry Council (PIC) and reviewed processes and local incentive options provided by other communities to evaluate the City's internal mechanisms; and

**WHEREAS**, on February 14, 2019, PIC met and recommended revisions to the Miami Beach Film Incentive Program Guidelines ("Guidelines") to make the Guidelines less restrictive so that more productions could take advantage of the Miami Beach Film Incentive Program ("Program"), including removing the requirement that a percentage of the crew members be Florida residents; removing required deliverables, such as marketing materials, behind the scenes clips and b-roll, contact sheets and payroll details; and removing the requirement that productions have a "Thank you to the City of Miami Beach" line in their end credits as applicable; and

**WHEREAS**, in 2019, after extensive review by the industry, as well as coordination with the Miami-Dade County Office of Film and Entertainment, the Mayor and City Commission adopted the following changes to the Guidelines, making them less restrictive for productions to take advantage of the Program, including the following modifications:

- eliminate the signed consent requirement for reservation of metered parking, requiring merely notification with all details;
- reduce signed consent for road or lane closures to 75% of directly affected properties, instead of the current 100%;
- reduce the residential signature consent area to 200' from the production site, where it currently requires 500';
- reduce permitted production crew parking to \$10 per vehicle (a 50% reduction from the usual \$20 per vehicle) in all municipal lots and garages, where/when capacity permits.
- extend the number of free vehicle access passes to productions which demonstrate Miami Beach room nights, to a scale of 5 passes for 50 room nights; 10 passes for 100 room nights; and 20 passes for 200 room nights;
- reinstate the PCRV pass for motorhome parking allowance in metered spaces and taxi/ride share spaces;

- implement a cash incentive grant of \$10,000 per project, and an ordinance, streamlining the film and photography guidelines, to encourage and facilitate even more film and print production in Miami Beach; and

**WHEREAS**, on March 11, 2021, the Tourism and Culture Department presented to PIC the following proposed changes to the Guidelines, as more particularly described and highlighted in Exhibit "1" to this Resolution:

- expanding grant eligibility to industry related projects that would result in meaningful impact to the Miami Beach community;
- opening criteria beyond the number of hotel rooms booked by cast/crew to allow for 70% of the cast/crew to be Miami-Dade County residents (excluding extras and background talent);
- Requiring the "Made in Miami Beach" logo credit inclusion as requirement on all qualifying projects; and
- Including COVID-19 safety and sanitation purchases as qualifying expenditures; and

**WHEREAS**, PIC unanimously supported the changes to the Program presented by the Tourism and Culture Department; and

**WHEREAS**, the Administration recommends that the Mayor and City Commission accept the recommendation of PIC and approve the proposed amended Guidelines, a copy of which are incorporated herein by reference and attached hereto as Exhibit "1", in order to maximize the reach of the Program by increasing the amount of productions and industry related activations that can qualify; providing COVID-19 support to qualifying productions; adding a local-hire quota (in line with the County's incentive program) to incentivize local production; and providing funding to encourage the development of homegrown talent.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Production Industry Council, at its March 11, 2021 meeting, and approve the proposed amended Miami Beach Film Incentive Program Guidelines to maximize the Program's impact, diversify qualifying productions, increase benefits to the local workforce, expand industry related opportunities, provide COVID-19 support, and foster the development of homegrown talent.

**PASSED and ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
City Attorney *[Signature]* 5-7-21  
Date