

# MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

**025-2018**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 18, 2018

SUBJECT: **Production Industry Council Motion**

The purpose of this Letter to Commission (LTC) is to inform the Mayor and Commission of the motion passed by the Production Industry Council at its meeting on January 11, 2018:

Motion to Ratify their proposed Film Incentive Guidelines (attached).

Motion Made by: Dan Davidson

Motion Seconded by: Christina LaBuzetta

Motion Passes: - 6-0 (1 absentee)

Members In Favor: Dan Davidson, Christina LaBuzetta, Ellen Marchman, Aleksandar Stojanovich, Belkys Nerey & Joanna Rose Kravitz

JLM/KGB/SR

C: Kathie G. Brooks, Assistant City Manager  
Mark Taxis, Assistant City Manager  
Eric Carpenter, Assistant City Manager  
Susanne Torriente, Assistant City Manager  
Eva Silverstein, Tourism, Culture & Economic Development Director

# MIAMI BEACH PROPOSED FILM INCENTIVES GUIDELINES

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## **I. GENERAL DETAILS OF THE PROGRAM: YEAR 1 | FY18**

1. Grants will be paid as follows:
  - a. Upon the grant being awarded, 50% of the grant will be paid after submission of the approved budget.
  - b. The remaining 50% of the grant will be paid after applicants submit an approved final report with all associated documentation and financial statements.
2. Each year, the City will distribute nine (9) grants in the amount of \$10,000 each; and allocate the remaining \$10,000 in the incentive fund to be distributed in support of local talent.
3. All financial incentives are subject to funding availability.

## **II. ELIGIBILITY**

In order to be eligible to receive a Miami Beach film incentive grant, an applicant must meet and provide the following requirements:

- a. Must have a minimum spend of \$25,000 in the City of Miami Beach.
- b. At least 70% of production days or a minimum of five full production days must occur within the City of Miami Beach.
- c. At least 55% of paid cast and crew must be Florida residents.
- d. The project's primary hotel accommodations must be within the City of Miami Beach.
- e. Production must provide the City of Miami Beach permission to use the name, logo and/or movie poster in all City of Miami Beach marketing and PR efforts.
- f. Promote the City of Miami Beach by including (as applicable):
  - a. The "Filmed in Miami Beach Logo" in the production billing block. The logo must appear in a size equal to or no less than any other logos which appear in the production's billing block.
  - b. The "Filmed in Miami Beach Logo" in the production's end credits, appearing for at least three seconds. The logo must appear in a size equal to or no less than any other logo that also appears in the film's end credits
  - c. The language "Made in Miami Beach, Florida" in the production's end credits. This must also appear in the trailer, if trailer end credits appear.
  - d. List Miami Beach as a location in the production's page of the Internet Movie Database (IMDb)
  - e. If awarded, the film incentive may be used for the production of these eligible projects:

### **Eligible Projects:**

- Feature Films
- Short Films
- Documentaries
- TV Pilots/TV Series/ TV Miniseries
- TV Shows (scripted)
- Commercials
- TV Movies
- Music Videos
- Web Series

**Ineligible Projects:**

- News or Current Events Programming
  - Talk Shows
  - Sports or Sports Programming
  - Gala Presentations or Awards Shows
  - Infomercials/Promotional Content
  - Political Ads/Material
  - Obscene/Inflammatory Material
  - Reality Shows
- f. Inclusion of "Made in Miami Beach" in all social media and marketing campaigns, using the hash tag #MadeinMiamiBeach, as available.
- g. Commitment of producer or director to participate in City of Miami Beach publicity efforts.

**III. APPLICATION SUBMISSION GUIDELINES**

Miami Beach film incentive grant applications will be reviewed by the Production Industry Council (PIC) on a quarterly basis.

To apply for the Miami Beach Film Incentive, productions must complete the online application, and submit with the following items no earlier than 120 days prior to the first day of principal photography and no later than the 1<sup>st</sup> day of principal photography. Only complete applications with all relevant attachments will be reviewed by the PIC.

Each application must include the following:

1. Project description including synopsis of plot.
2. Itemized project budget to include:
  - a. Local Spend: all planned expenditures in Miami Beach, including but not limited to location rentals, hotel accommodations, residential film use, and City services such as Police, Fire, and Parking. This budget must be no less than \$25,000.
  - b. Artist and Talent/Production Budget: itemizing all planned expenses for paid cast and crew. This budget must include and document 55% of paid cast and crew as Florida residents.
3. Proposed Miami Beach locations and production schedule, with proposed number of days in Miami Beach. The total number of production days in Miami Beach must be no less than five (5) full days or 55% of the total production schedule.
4. Resumes for key artistic and production personnel as available.
5. Confirmed production start date and estimated date of project completion.
6. Production office contact information.
7. Letters of recommendation from local industry leaders.

**IV. QUALIFYING MIAMI BEACH EXPENDITURES**

Qualifying expenditures to be included in the itemized budget as above include:

- Lodging/Accommodations
- Building Rentals
- Food/Restaurant expenses
- Equipment Rental/Purchase
- Material Rental/Purchase
- Locations and Studio Rentals
- Transportation
- Contracted Services
- Vehicle Rentals
- Good and Services

## **V. PRODUCTION**

The City of Miami Beach Film and Print Office may periodically review production activity including, but not limited to, in-city spending, shooting locations and number of Miami Beach and Florida residents hired. The office may request documentation for all of the above. In addition, the production must provide the office with a production point-of-contact for any media requests.

## **VI. FINAL DELIVERABLES**

An approved award will only be paid at completion of the project and subject to the applicant's compliance with the terms of the agreement. The project must submit the following deliverables in an orderly report to the Miami Beach Film and Print Office within 60 days of the project's completion.

- An accounts payable spreadsheet, sorted alphabetically by vendor, in-city transactions denoted, and copies of all checks, invoices and receipts for each vendor included.
- A payroll spreadsheet, sorted alphabetically by name and with Florida and Miami Beach residents denoted. Include copies of payroll company registers that detail wages and fringes paid or copies of timecards and checks paid to employees.
- Copies of both the complete crew list and cast list that includes both Florida resident and non-resident employees. Declaration of Florida Residency forms for each Florida-based employee must be provided, or copies of Florida issued Driver's licenses.
- Final contact sheet for the production.
- Evidence that the project has achieved the agreed production days in Miami Beach with a copy of the shooting schedule.
- At least 12 different high resolution color digital photographs, selected by the applicant showing the film production.
- A copy of the production's poster and any marketing materials (rack cards, fliers, etc.), if applicable.
- An electronic copy of Key Art or poster created for or in connection with the promotion and distribution of the Project.
- Proof of that the following logo and credit requirements were met:
- The "Filmed in Miami Beach" logo appears in the film's end credits for at least three seconds. The logo must appear in a size equal to or no less than any other logos that also appear in the film's end credits.
- The language "Made in Miami Beach, Florida" appears in the film's end credits. This must also appear in the trailer, if a trailer end credits appear.
- The "Filmed in Miami Beach" logo appears in the film's billing block. The logo must appear in a size equal to or no less than any other logos which appear in the project's billing block.
- Miami Beach is listed as a location on the production's page of the Internet Movie Database (IMDb).
- B-roll or video short/outtakes with non-exclusive royalty fee rights.
- A signed and written confirmation that all of the requirements have been met and that the project is complete.

## **VII. REIMBURSEMENT**

Following the project's submission of all previously mentioned deliverables, the Miami Beach Film and Print Office will review all documentation and ensure the submitted materials match all guidelines and regulations. Once the project has been verified, reimbursement will be provided within 90 days of the submission date.