

# MIAMI BEACH FILM INCENTIVES GUIDELINES

## 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 three (3) 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.c.~~ The project's primary hotel accommodations must be within the City of Miami Beach.

~~e.d.~~ 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.e.~~ 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.~~

~~a. Thank the City of Miami Beach in the production end credits.~~

~~d.b.~~ List Miami Beach as a location in the production's page of the Internet Movie Database (IMDb)

~~c. The City of Miami Beach welcomes any requests to cross promote projects in the City's social media platforms and marketing campaigns; including promoting movie openings, movie posters, still photographs and trailers or any other positive content.~~

~~e.d.~~ 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

**Commented [KM1]:** The PIC felt that 5 or more days in Miami Beach is comparable to a \$10,000 incentive.

**Commented [KM2]:** Although the PIC liked the idea of this, it was made clear that this was the biggest issue that they had with the \$100,000 County incentive and felt that it would be a major deterrent for a smaller grant of \$10,000.

**Commented [KM3]:** The PIC felt that this should be added as a marketing incentive.

- 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.e. Inclusion of “Made in Miami Beach” in all social media and marketing campaigns, using the hashtag #MadeinMiamiBeach, as available.

g.f. 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: planned expenses for paid cast and crew (below the line only). 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 three five (35) full days, or 55% of the total production schedule.~~
- 4.3 Resumes for key artistic and production personnel as available.
- 5.4 Confirmed production start date and estimated date of project completion.
- 6.5 Production office contact information.
7. ~~Letters of recommendation from local industry leaders.~~

**Commented [KM4]:** The PIC felt that the \$25,000 spend requirement should be for hotels and entire spend on Miami Beach, excluding a resident requirement. The PIC would rather say that a recipient cannot receive both the VCA grant and this grant unless the spend for the Film Office grant excludes hotel expenditures.

**Commented [KM5]:** The PIC did not feel that this should be a requirement as it does not adequately show any significance.

### 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, (below the line only). Include copies of payroll company registers that detail wages and fringes paid or copies of timecards and checks paid to employees (below the line only).~~
- 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. Key phone numbers/contact info can be redacted.
- 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 "Made 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 "Made 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 a 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**

**Commented [KM6]:** The PIC felt that if we are not requiring the resident requirements, then these items should be removed, as well.

**Commented [KM7]:** When researching for the County incentive, this requirement was a problematic point for production studios that have internal public relation departments, which is why they do not require it at the County level and feel as though it should be removed.

**Commented [KM8]:** As mentioned earlier, although the PIC liked this idea, they felt that it would be an issue for a grant of only \$10,000. I will tell you this is the biggest issue we have with the \$100,000 County incentive. So that said, this could be a major deterrent for a smaller \$10,000 grant. The PIC does feel that a "Thank You to Miami Beach" in the Thank you section is quite easy and for the \$10,000 grant, most production companies would oblige, but should not be mandatory.

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.