



**FLORIDA DEPARTMENT *of*
ECONOMIC OPPORTUNITY**

Office of Film and Entertainment

Fiscal Year 2011/2012 Film and Entertainment Industry Financial Incentive Performance Report

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Florida's Entertainment Industry Financial Incentive Program

I. Overview

The Florida Office of Film and Entertainment (OFE), within the Department of Economic Opportunity (DEO), administers the six year Florida Entertainment Industry Financial Incentive Program provided for in section 288.1254, Florida Statutes. The program began on July 1, 2010 and sunsets June 30, 2016. The 2010 legislature allocated \$242 million in tax credits initially with an additional \$12 million allocated by the 2011 Legislature. Effective March 2012, the legislature allocated an additional \$42 million in tax credits to the program, totaling \$296 million.

Since the inception of the program on July 1, 2010, the OFE has submitted and processed 481 applications. The OFE has qualified and certified 230 of those productions for tax credits with projected Florida expenditures of approximately \$1.3 billion. Wages to Floridians associated with the 230 productions are currently projected to be close to \$760 million and are associated with 161,000 positions for Florida residents.

Rule 27M-5.003(3), F.A.C. requires the OFE to qualify projects on a first-come, first-served basis within its appropriate queue. Once a project is qualified, it is certified based on its anticipated Florida expenditures. Qualified expenditures include payments to Florida vendors for products and services as well as wages paid to Florida residents working directly on the production. Non-resident wages and purchases from companies without a physical presence in Florida do not qualify for the program.

The OFE awards tax credits to the pre-certified production company upon completion of the project. As a basis for the award, the OFE reviews an audit submitted by the production that has been performed by a Certified Public Accountant. The final tax credit award is calculated as a percentage (20-30 percent) of each pre-certified projects' final qualified Florida expenditures and cannot exceed \$8 million in total tax credits per project.

The production types certified to date include: 58 motion pictures (theatrical, made for TV, direct to video, documentaries, visual effects sequences in conjunction with a motion picture); 42 digital media productions; and, 101 television productions (TV series, including high-impact, drama, comedy, game shows, variety, entertainment shows, reality), TV series pilots, telenovelas, and award shows; and 29 commercials. (Please see Exhibit I: 2010/2016 Entertainment Industry Financial Incentive Program Summary for additional details.)

II. FY 2011-2012 Annual Incentive Performance Summary

- 169 certified projects either completed production, provided the OFE with their CPA audit or were awarded tax credits in fiscal year 2011-2012; includes 25 projects awarded tax credits, 42 projects pending OFE audit review, and 102 projects that wrapped production in Florida with outstanding final reports.
- Projected outcomes for all projects (verified, pending and those with audits outstanding) are below. (Please refer to Exhibit II: Entertainment Industry Financial Incentive fiscal year 2011-2012 Annual Report for additional details):
 - 68,183 positions for Floridians
 - \$309,286,980 in wages for Floridians
 - \$553,707,406 in Florida qualified expenditures (Florida wages, products or services)
 - 73,861 lodging/hotel room nights
 - 14,036 production days

Statutory language effective July 1, 2011 requires the OFE to report job data as Full Time Equivalent (FTE). Due to the unique characteristics of the entertainment industry, individuals working on productions are not counted in FTE format. In most instances, hourly employment data for individual employees is not assembled by the production, and therefore is not available for reporting to the OFE. The OFE continues to explore best practices in determining a method by which to report this information.

III. The Economic Impact of the Film and Entertainment Industry in Florida

A. “Dolphin Tale”

The feature film “Dolphin Tale,” which filmed in Clearwater, is an excellent example of how productions sustain other Florida industries such as tourism, entertainment, attractions, and hospitality. Local hotels generated \$736,355 associated with the 5,875 room nights used for cast and crew (per financial incentive audit data). According to the Clearwater Marine Aquarium, since the movie premiered in theaters September 23, 2011, daily visitors have quadrupled, justifying the construction of a second visitor’s center. This is an example of “film-induced tourism” which is defined as “a tourist visit(ing) a destination or an attraction as a result of the destination being featured on television, video, DVD, or the cinema screen.”¹ Film-induced tourism elements such as authenticity, location and social setting are present in “Dolphin Tale,” making the movie an important determinant of growing tourism in the local area, with the subsequent economic impact in the regional economy.² Using spending per visitor from the Clearwater-St. Petersburg tourism statistics, and RIMS II economic multipliers to estimate the total economic impact of movie-induced tourism in the local economy, a study conducted by the University of South Florida,

Saint Petersburg College of Business in 2012 found that “Dolphin Tale” is the driver of approximately 72.7% of visitors to the Clearwater Marine Aquarium.³ The model forecasts approximately 800,000 visitors in 2013, growing to 2.3 million in 2016.⁴ These visitors will provide a total economic impact to the local economy of approximately \$400 million in 2013, which increases to \$2.3 billion in 2016.⁵

According to an August 17, 2012 article in the Tampa Bay Times:

“Kosove, the *Dolphin Tale* producer who is co-CEO of Alcon Entertainment, said the \$42 million movie would never have been made without \$5 million in tax breaks from Florida.”

He also said the “\$60 million marketing campaign for the 2011 movie helped counteract bad publicity that Florida's Gulf Coast unfairly received from the 2010 Deepwater Horizon oil spill in the Gulf of Mexico.”

The Clearwater community also likely got a boost from a message that appears at the end of the movie, which reads: “*Winter is happy and healthy and lives at the Clearwater Marine Aquarium in Clearwater, Florida. You can visit her there or online at seewinter.com*”⁶

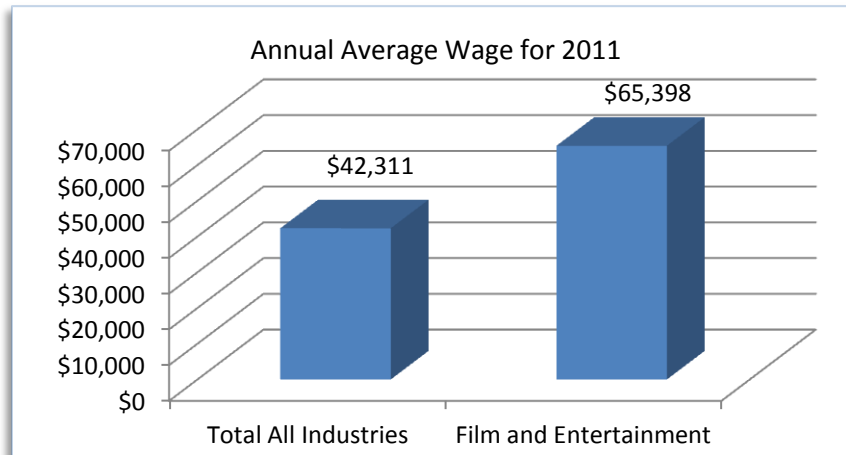
B. Florida Entertainment Industry Wide Employment Data

The Department of Economic Opportunity Office of Labor Market Statistics provided the following 2011 employment data to the OFE:

Florida Film and Entertainment Industry					
Number of Establishments, Average Annual Employment, and Annual Average Wages					
2011					
Ranked by Employment					
Industry Title	Number of Establishments	Average Annual Employment	Average Annual Wage*	Percent of Total Film Establishments	Percent of Total Film Employment
Total, Film and Entertainment Industry	4,240	21,454	\$65,398		
Television broadcasting	192	7,663	\$72,656	4.5%	35.7%
Motion picture and video production	958	3,584	\$62,078	22.6%	16.7%
Independent artists, writers, and performers	1,507	2,482	\$54,343	35.5%	11.6%
Musical groups and artists	423	2,019	\$47,705	10.0%	9.4%
Cable and other subscription programming	90	2,011	\$83,517	2.1%	9.4%
Agents and managers for public figures	309	1,271	\$64,779	7.3%	5.9%
Satellite telecommunications	100	589	\$86,536	2.4%	2.7%
Commercial photography	228	432	\$35,709	5.4%	2.0%
Teleproduction and postproduction services	118	379	\$54,859	2.8%	1.8%
Sound recording studios	92	372	\$45,009	2.2%	1.7%
Motion picture and video distribution	47	266	\$67,856	1.1%	1.2%
Other sound recording industries	91	241	\$49,835	2.1%	1.1%
Record production	43	78	\$75,121	1.0%	0.4%
Other motion picture and video industries	42	70	\$37,509	1.0%	0.3%

*Note: The annual wage for all industries in Florida is \$42,311 for 2011

- In 2011, there were 4,240 establishments in the film and entertainment industry with employment of 21,454 and an annual average wage of \$65,398
- In 2011, the average annual wage for workers in the film and entertainment industry was \$65,398 exceeding the state's 2011 annual average wage for all industries of \$42,311 by 54.6 percent.
- No major employment sector in Florida has a higher annual average wage than the film and entertainment industry.



Source: Florida Department of Economic Opportunity, Labor Market Statistics Center.

Film and Entertainment Industry Wages Compared To Other Industries Florida, 2011

Industry	Average Annual Wages
Total, All Industries	\$42,311
Film and Entertainment	\$65,398
Information	\$64,542
Financial Activities	\$59,482
Manufacturing	\$52,373
Professional and Business Services	\$50,822
Government	\$47,823
Education and Health Services	\$44,454
Construction	\$40,873
Trade, Transportation, and Utilities	\$37,751
Other Services	\$29,807
Natural Resources and Mining	\$25,151
Leisure and Hospitality	\$21,824

Source: Florida Department of Economic Opportunity, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program. Released June 2012.

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C. Advertising and Marketing Value

The following data shows the results of research conducted by the Greater Miami Convention & Visitors Bureau (GMCVB) on the impressions and media value (i.e., television advertising) of different television series featuring Miami to demonstrate what it would cost if the GMCVB were to advertise Miami as a tourist destination during these television shows. Using the top three in terms of valuation dollars as examples, to advertise during one episode of “CSI Miami” it would cost \$1,921,106; to advertise during one episode of “Despierta America” it would cost \$255,656 and to advertise during one episode of “Burn Notice” it would cost \$1,325,925.

TV Series Featuring Miami

CY 2011 and EST. 2012 YTD Impressions and Media Value Jan. 1 – June 30, 2012

Program	Network	Length (min)	2011-2012 Episodes	Total Imps (Cume)		Total Valuation	
The Glades	A&E	60	39		104,114,400		\$ 19,084,170
Charlie's Angels	ABC	60	4		27,600,000		\$ 9,998,100
Animal Cops: Miami	Animal Planet	60	26		13,930,000		\$ 1,717,891
Real Housewives of Miami	Bravo	60	14		22,890,000		\$ 4,236,939
CSI Miami	CBS	60	36		504,000,000		\$ 162,729,000
Catalina Hotel	CW	60	2		7,280,000		\$ 1,096,760
Austin & Ally	Disney Channel	60	21		18,040,500		\$ 2,688,509.
Dexter	HBO	60	12		42,000,000		\$ 5,974,500.
Magic City	Starz	60	14		10,010,000		\$ 1,508,045.
Descontrol	Telemundo	60	66		32,832,000		\$ 8,256,672
South Beach Tow	TruTV	30	21		10,675,000		\$ 790,738
Quien Tiene La Razon	Telefutura	60	390		198,575,000		\$ 49,852,88
Despierta America	Univision	240	390		397,150,000		\$ 99,705,775
Burn Notice	USA	60	20		149,400,000		\$ 26,518,500
Basketball Wives	VH1	60	28		30,600,000		\$ 10,757,880
				Total:	1,569,096,900	Total:	\$ 404,916,367

Valuation Criteria

- Impressions represent Jan. 2011 – June 2012 as reported by networks/Neilsen
- Show values based on Network Cable CPM's ranging \$17.00 - \$25.50 (based on show reach/appeal/demand): Network Broadcast CPM of \$45.00
- Total value of 60-minute show based on 4x value of :60-second spot (1x/quarter hour programming segment)

D. Positive Impact on Local Communities

When productions film in a given location, they have a direct impact on the communities that support them, not just in terms of jobs and direct spending with Florida businesses, but also in terms of other unique economic benefits to local communities where production occurs.

- “Burn Notice”

This television series, which is seen in countries all over the world, is filmed in the Coconut Grove Convention Center – a building in Miami which was once scheduled to be demolished. Once “Burn Notice” concludes its use of the Convention Center, rent proceeds will be used to revitalize the area. The show, now in its 6th season, currently infuses the local economy with close to \$1.5 million each time it films an episode and maintains 85% of its cast and crew as local wage earners (per financial incentive audit data).

- “The Glades”

The producers of “The Glades” converted an industrial warehouse space at Pembroke Park into a studio for the hit television series. The show films a majority of its scenes outdoors, capitalizing on the authentic Florida landscape. A&E just announced the series was picked up for a fourth season, and they will start filming in Florida in early 2013.

- “Magic City”

This series leases the former Bertram Yacht facility and has converted it into sound stages and production offices. The producers spent \$8 million in four months to convert a vacant facility into the fictional Miramar Playa Hotel where the majority of “Magic City” is shot. The second season of the show is currently filming in Miami.

E. Notable Recent Florida Productions:

Motion Pictures:

- “Dolphin Tale” Starring Morgan Freeman, Ashley Judd, Kris Kristofferson, and Harry Connick Jr. (Placed 3rd highest box office gross on opening weekend; 1st on second weekend; \$73 million box office to date; \$24 million in DVD sales.)
- “Rock of Ages” Starring Tom Cruise, Alec Baldwin, Paul Giamatti, and Catherine Zeta-Jones
- “Magic Mike” Starring Matthew McConaughey, Channing Tatum and Alex Pettyfer. (Total box office to date \$114 million)
- “Step Up Revolution” Starring Alyson Stoner, Adam G. Sevani and Stephen Boss - the next installment in the worldwide smash “Step Up” franchise.
- “Springbreakers” Starring James Franco, Selena Gomez and Vanessa Hudgens. (Premiered recently at the Toronto Film Festival. Wide theatrical release date 2013)
- “Parker” Starring Jason Statham, Jennifer Lopez, and Nick Nolte. (In theaters October 2012)
- “Pain and Gain” Starring Mark Wahlberg, Dwayne Johnson and Ed Harris. (Release date 2013)

Television:

- “Burn Notice” (USA) Starring Jeffrey Donovan, Gabrielle Anwar, and Bruce Campbell
- “The Glades” (A&E) Starring Matt Passmore, Kiele Sanchez, and Carlos Gomez (The series premiere was the most watched original drama in A&E history)
- “Magic City” (STARZ) Starring Jeffery Dean Morgan, Danny Huston, Kelly Lynch and Olga Kurylenko
- “Caso Cerrado” (Telemundo Studios) Emmy-nominated, court show. Ranked #1 Spanish language program at 4pm across key demographics.
- “Grachi” (MTV Networks Latin America) Children’s show on Nickelodeon Latin America
- “La Casa de al Lado” (Telemundo Studios) The premiere was one of the top five telenovela premieres for Telemundo and averages over 2 million viewers per episode.
- “Billboard Latin Music Awards 2012” (Telemundo Studios)

Digital Media & Games:

- “Madden NFL 2013”
- “NCAA Football 2013”
- “Tiger Woods PGA Tour 2013”
- “Super Suite Algebra”
- “Super Suite Chemistry”
- “Augmented Reality Simulation for Medical Students”

Commercials:

- Gatorade
- Volkswagen
- Diet Pepsi
- Toyota
- Acura
- Office Depot
- Citibank

IV. Education and Workforce Development.

Critical to growing and sustaining any industry is a skilled workforce and healthy talent supply chain. Florida is fortunate to be home to many highly experienced industry professionals who work all over the globe. With an eye to the future

workforce, Florida also has many excellent film, television and digital media educational programs and institutions – public and private, post-secondary and secondary. Examples include:

- Florida State University College of Motion Picture Arts - ranked #17⁷ in the Hollywood Reporter's Top 25 Film Schools in the World list.
- Ringling College of Art and Design – ranked #23⁸ in the Hollywood Reporter (see preceding).
- University of Central Florida's Interactive Entertainment Academy - ranked #2⁹ in the Princeton Review's Top 10 Graduate Schools for Video Game Design Study (2011).
- Full Sail University – touted as having one of the five Best Music Programs in the country according to Rolling Stone Magazine; also ranked as the #3 New Media School in the World alongside MIT and NYU by Shift Magazine.
- The G-Star School of the Arts - the only high school in the world with a commercial motion picture studio on its campus, the G-Star Studios, now the largest motion picture studio in the State. Over 50 feature films have been produced at the Studios, plus many commercials including NIKE and Abercrombie & Fitch, as well as music videos and rehearsals by Celine Dion, Rod Stewart, Stevie Nicks and Radiohead.

V. Types of Productions and Strategic Opportunities

All types of productions are important to growing and retaining Florida's entertainment industry workforce and infrastructure: Commercials; features – both large and small budget, theatrical or direct to DVD; television series including high impact and smaller budget series; video games – entertainment or educational; visual effects sequences and more. The diversity of production in the state collectively supports the overall entertainment industry infrastructure.

Certain productions offer specific strategic value. Key to the long-term sustainability of the industry is production that maintains a long production cycle like high-impact television series and video game franchises. These types of productions not only sustain a talented workforce, they also sustain the vendor supply chain.

With regard to location-based production, high-impact TV series, which can be in production for six to 10 months per season, arguably provide increased stability and thus sustainability. According to the Entertainment Industry Financial Incentive statute, "high-impact television series means a production created to run multiple production seasons and having an estimated order of at least seven episodes per season and qualified expenditures of at least \$625,000 per episode." These projects employ the workforce for a longer period of time, spend money in local communities for a longer period of time across many businesses including small businesses, and generally require more "permanent" facilities. Returning seasons means more continuous work, which in turn, provides more infrastructure sustainability. (Example: Burn Notice just completed season six, The Glades, just completed season three.)

Additional opportunities lie with other long-cycle digital media projects such as video games, animated features, and visual effects sequences. These types of productions are typically created in “bricks and mortar” facilities in the state and provide long-term stable employment. Examples of well-known digital media production facilities in Florida include Electronic Arts Tiburon studios in Maitland, and n-Space in Orlando.

VI. The Film and Entertainment Industry in Florida

The State of Florida has a long history in the motion picture industry thanks to its year-round sunshine, moderate climate and spectacular scenery. Overall, the Film and Entertainment Industry is important to the Florida economy as a major driver of employment, attracting revenue from other states and countries. According to the Association of Film Commissioners International (AFCI), when a high budget feature film shoots on location, it can inject as much as \$260,000 per day into that location’s economy. A high budget weekly TV series will spend as much as \$300,000 per day on location. (See AFCI’s Production Revenue Tracking Guidelines - Exhibit IV.)

Telemundo, with studios based in Miami, is the fastest growing Spanish-language broadcast network for the third consecutive month among the coveted adults 18-49 demographic as of August 2012.¹⁰ Telemundo delivered its best August on record among total viewers – up 16 percent year-over-year, (TVByTheNumbers).¹¹ Additionally, Telemundo registered double digit growth over the third quarter of 2010, according to Nielsen Media Research. The Telemundo Network now reaches 94 percent of U.S. Hispanic viewers and has over 1000 cable affiliates.¹²

Florida is also home to Univision, the number one Spanish-language television network in the world. Headquartered in New York City, Univision has its major studios, production facilities, and operations in Doral, Florida.

In addition to Florida’s history with traditional types of entertainment productions, the state has a growing share of the interactive digital media entertainment industry sector. Digital media entertainment products meld together entertainment software development and publishing to provide Florida a further strategic opportunity for diversifying the economy via the entertainment industry sector. As an added bonus, the skill sets associated with this segment of the industry cross-walks to the modeling and simulation industry sectors, also important growth sectors for Florida’s economy.

Florida is home to dozens of digital media developers and publishers including Electronic Arts (EA) Tiburon, 360ed, n-SPACE and Firebrand Games. With Madden NFL, NCAA Football, Tiger Woods PGA TOUR™ and other titles, Tiburon is one of the top developers in the world. Employing several hundred, Tiburon is the second largest studio among Electronic Arts’ world-wide studio facilities.

VII. Future Direction

As part of DEO's Division of Strategic Business Development, the OFE is fully integrated with Florida's overall economic development strategy, which allows the state to leverage the job creation value of the film and entertainment industry. The tools, talent, and resources available within DEO are invaluable as the OFE, along with its partners and stakeholders, participates in the development of its Five Year Strategic Plan to shape the future of the Florida film and entertainment industry.

Exhibits

- I. Fiscal Year 2010 - 2016 Entertainment Industry Financial Incentive Program Summary
- II. Entertainment Industry Financial Incentive fiscal year 2011-2012 Annual Report
- III. Fiscal Year 2011 -2012 Entertainment Industry Financial Incentive Verified and Wrapped Projects - Regional Breakout
- IV. AFCI Production Revenue Tracking Guidelines

Endnotes

¹ Hudson S., Ritchie B. (2006). "Promoting Destinations via Film Tourism: an Empirical Identification of Supporting Marketing Initiatives." *Journal of Travel Research*, 13(2), 177-190.

² University of South Florida, St. Petersburg College of Business (2012). "The Economic Impact of "Dolphin Tale" on Pinellas County, Florida, p. 3

³ University of South Florida, St. Petersburg College of Business (2012). "The Economic Impact of "Dolphin Tale" on Pinellas County, Florida, p 16

⁴ University of South Florida, St. Petersburg College of Business (2012). "The Economic Impact of "Dolphin Tale" on Pinellas County, Florida, p 21

⁵ University of South Florida, St. Petersburg College of Business (2012). "The Economic Impact of "Dolphin Tale" on Pinellas County, Florida, p 23

⁶ Mike Brassfield (August 17, 2012). " 'Dolphin Tale' gives local tourism a half-billion-dollar boost, study finds." *Tammy Bay Times*.

⁷ Staff (July 27, 2011) "The Hollywood Reporter's Top 25 Film Schools List Revealed." *The Hollywood Reporter*

⁸ Staff (July 27, 2011) "The Hollywood Reporter's Top 25 Film Schools List Revealed." *The Hollywood Reporter*.

⁹ Staff (March 1, 2012). "Top Schools to Study Video Game Design 2012". *The Princeton Review*

¹⁰ (August 2012). "TVbythenumbers.com"

¹¹ (August 2012). "TVbythenumbers.com"

¹² NBC/Universal, nbcuni.com.

2010/2016 ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE PROGRAM SUMMARY

<u>Regional Summary</u>		<u># of Projects</u>	<u>%</u>	<u>Projected Total Florida Wages</u>		<u>Projected # of Florida Jobs Created</u>	<u>%</u>	<u>Estimated Room Nights</u>		<u>%</u>	<u>Qualified Florida Expenditures</u>		<u>%</u>	<u>Certified Tax Credit Award</u>		<u>%</u>
CENTRAL EAST REGION		71	30.87%	\$	256,645,955	33.81%	15,732	9.78%	53,981	24.44%	\$	388,752,704	30.27%	\$	87,279,909	30.92%
BREVARD LAKE ORANGE SEMINOLE ST LUCIE VOLUSIA																
CENTRAL WEST REGION		18	7.83%	\$	16,185,953	2.13%	4,941	3.07%	13,807	6.25%	\$	34,594,068	2.69%	\$	9,579,290	3.39%
HERNANDO HILLSBOROUGH PINELLAS POLK MANATEE SARASOTA																
NORTH REGION		5	2.17%	\$	1,087,102	0.14%	281	0.17%	319	0.14%	\$	1,547,739	0.12%	\$	318,851	0.11%
LEON SUWANNEE ALACHUA DUVAL ST. JOHNS CLAY																
SOUTHEAST REGION		135	58.70%	\$	478,363,684	63.01%	139,165	86.49%	151,165	68.45%	\$	843,006,308	65.64%	\$	180,229,272	63.84%
MIAMI-DADE BROWARD PALM BEACH MONROE																
SOUTHWEST REGION		1	0.43%	\$	6,886,214	0.91%	779	0.48%	1,566	0.71%	\$	16,428,187	1.28%	\$	4,914,400	1.74%
COLLIER																
Totals		230	100.00%	\$	759,168,908	100.00%	160,898	100.00%	220,838	100.00%	\$	1,284,329,006	100.00%	\$	282,321,722	100.00%

Project Type Summary

THEATRICAL MOTION PICTURE	*	42	18.26%	\$	164,246,405	21.64%	22,834	14.19%	90,128	40.81%	\$	275,202,616	21.43%	\$	56,319,429	19.95%
MADE FOR TV MOTION PICTURE		1	0.49%	\$	449,888	0.06%	237	0.15%	30	0.01%	\$	947,636	0.07%	\$	189,527	0.07%
DIRECT TO VIDEO MOTION PICTURE		4	1.96%	\$	9,649,416	1.27%	1,246	0.77%	2,449	1.11%	\$	14,709,883	1.15%	\$	3,816,868	1.35%
VISUAL EFFECTS FILMS		3	1.47%	\$	15,639,065	2.06%	364	0.23%	2,325	1.05%	\$	19,036,436	1.48%	\$	4,523,104	1.60%
DOCUMENTARIES		8	3.92%	\$	2,860,290	0.38%	96	0.06%	85	0.04%	\$	3,692,049	0.29%	\$	738,412	0.26%
VIDEO GAMES	*	17	8.33%	\$	107,617,665	14.18%	1,423	0.88%	1,935	0.88%	\$	178,996,484	13.94%	\$	48,330,926	17.12%
DIGITAL MEDIA PROJECTS		25	12.25%	\$	7,656,212	1.01%	429	0.27%	180	0.08%	\$	9,882,456	0.77%	\$	2,005,303	0.71%
COMMERCIALS	**	29	14.22%	\$	11,669,414	1.54%	5,816	3.61%	3,622	1.64%	\$	24,060,427	1.87%	\$	4,810,923	1.70%
TV SERIES	***	65	31.86%	\$	417,236,526	54.96%	116,725	72.55%	110,237	49.92%	\$	709,528,500	55.25%	\$	151,904,870	53.81%
TV SERIES - PILOT		7	3.43%	\$	10,493,188	1.38%	4,785	2.97%	4,002	1.81%	\$	20,121,411	1.57%	\$	4,024,280	1.43%
TV PRODUCTION - NON SERIES		29	14.22%	\$	11,650,839	1.53%	6,943	4.32%	5,845	2.65%	\$	28,151,108	2.19%	\$	5,658,080	2.00%
TOTAL PROJECTS		230	110.42%	\$	759,168,908	100.00%	160,898	100.00%	220,838	100.00%	\$	1,284,329,006	100.00%	\$	282,321,722	100.00%

* 23 FAMILY FRIENDLY PRODUCTIONS
(9 Theatrical MP; 14 Video Games)

** 29 BUNDLED COMMERCIAL APPLICATIONS
(83 INDIVIDUAL COMMERCIALS)

*** 5 HIGH IMPACT TV SERIES
(One Season = One Project)

<u>PRODUCTION QUEUES</u>	<u>TAX CREDIT BALANCE 7/31/2012</u>	<u>TAX CREDITS AWARDED 7/31/2012</u>
GENERAL PRODUCTION QUEUE	\$ 7,474,536	\$ 27,740,093 (17)
COMMERCIAL & MUSIC VIDEO QUEUE	\$ 3,926,019	\$ 557,156 (4)
INDEPENDENT & EMERGING MEDIA QUEUE	\$ 2,277,723	\$ 598,510 (8)
APPLICATIONS RECEIVED	481	\$ 28,895,759 (29)

<u>PENDING PROJECTS - 7/31/2012</u>	<u>PROJECTED FLORIDA EXPENDITURES</u>	<u>PROJECTED TAX CREDIT CERTIFICATION</u>
GENERAL PRODUCTION QUEUE - 8 PROJECTS	\$ 38,146,489	\$ 9,947,111
COMMERCIAL & MUSIC VIDEO QUEUE - 1 PROJECT	\$ 585,063	\$ 117,012
INDEPENDENT & EMERGING MEDIA QUEUE - 2 PROJECTS	\$ 702,700	\$ 157,283



ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE FY 2011/2012 ANNUAL REPORT

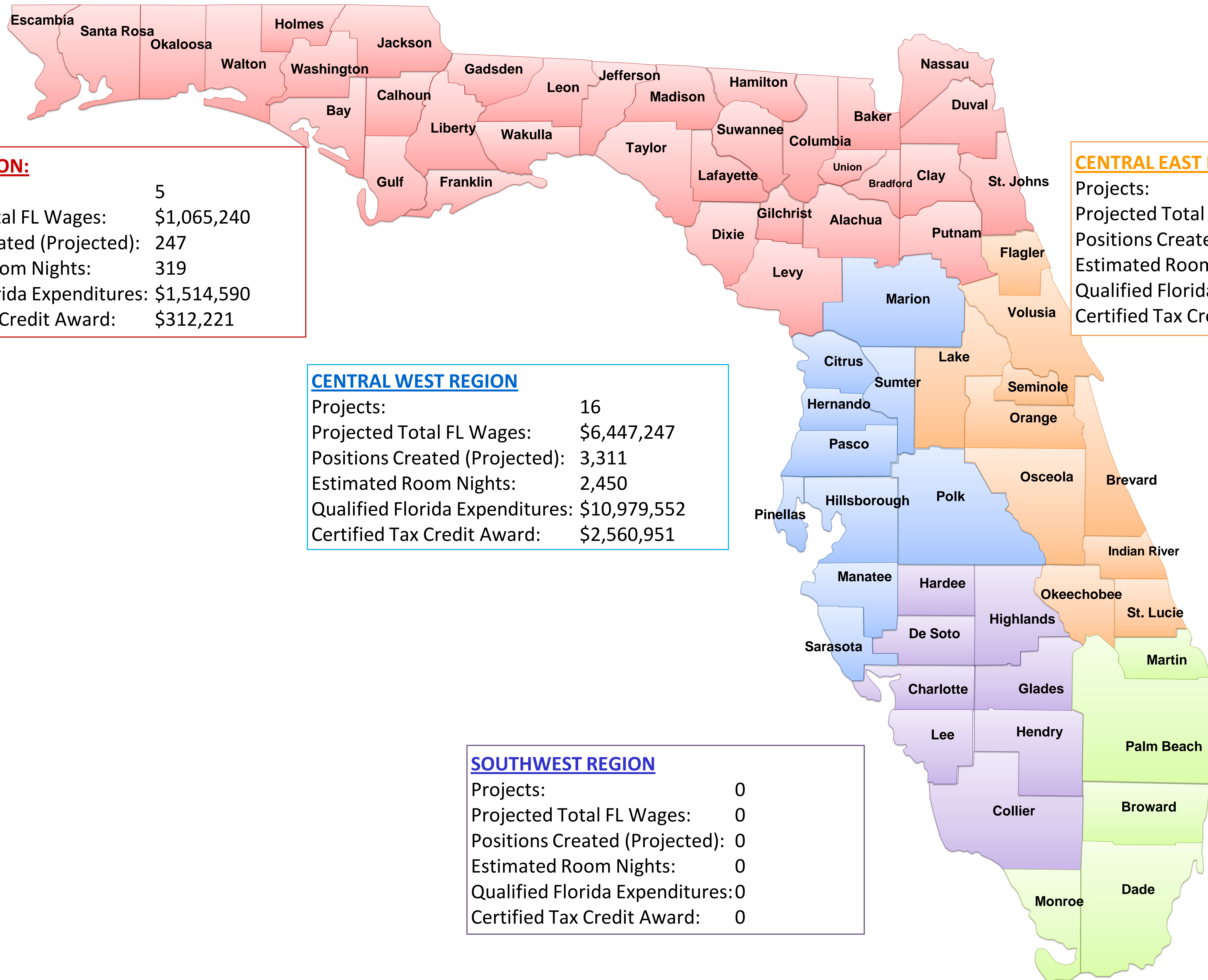
LOCATIONS	REGIONS	PROJECT TITLE	PROJECT TYPE	TOTAL ELIGIBLE FLORIDA WAGES	TOTAL QUALIFIED NON- WAGE FLORIDA EXPENDITURES	# OF FLORIDA POSITIONS CREATED - CREW	# OF FLORIDA POSITIONS CREATED - TALENT (CAST)	# OF FLORIDA POSITIONS CREATED - EXTRAS/STAND-INS	TOTAL # OF FLORIDA POSITIONS CREATED	ROOM NIGHTS	# OF PRODUCTION DAYS	LODGING EXPENDITURES	QUALIFIED FLORIDA EXPENDITURES	FINAL TAX CREDIT AWARD
		OFF REVIEW COMPLETED/ TAX CREDITS AWARDED												
BREVARD	CE	TRANSFORMERS 3	FEATURE FILM	\$ 741,937.28	\$ 1,745,824.27	130	0	355	485	3,520	8	\$ 472,952	\$ 2,487,762	\$ 621,940
ORLANDO	CE	TOOTH FAIRY 2 - FF	FEATURE FILM	\$ 2,351,219.90	\$ 885,497.44	163	38	288	489	750	24	\$ 55,151	\$ 3,236,717	\$ 809,179
ORLANDO	CE	RENEE PROJECT	FEATURE FILM	\$ 1,413,136.74	\$ 883,635.26	149	44	118	311	377	25	\$ 30,079	\$ 2,296,772	\$ 459,354
ORLANDO	CE	EA TIGER WOODS PGA 12 - FF	VIDEO GAME	\$ 7,738,873.57	\$ 1,628,141.82	261	N/A	N/A	261	26	271	\$ 3,873	\$ 9,367,015	\$ 2,341,753
ORLANDO	CE	BAD MOM PILOT	TV PILOT	\$ 786,785.62	\$ 512,037.33	95	10	126	231	365	7	\$ 58,492	\$ 1,298,823	\$ 259,764
ORLANDO	CE	ELLEN DEGENERES SHOW	TV SEGMENT	\$ 164,749.82	\$ 618,089.05	114	0	0	114	446	1	\$ 163,263	\$ 782,839	\$ 156,567
ORLANDO	CE	EA NCAA FOOTBALL 2012 - FF	VIDEO GAME	\$ 10,088,615.00	\$ 1,983,217.37	324	N/A	N/A	324	49	362	\$ 7,766	\$ 12,071,832	\$ 3,017,958
ORLANDO	CE	EA MADDEN NFL 2012 - FF	VIDEO GAME	\$ 12,814,384.95	\$ 2,472,342.45	345	N/A	N/A	345	66	426	\$ 10,603	\$ 15,286,727	\$ 3,821,681
VOLUSIA	CE	CASSADAGA	FEATURE FILM	\$ 166,558.86	\$ 459,469.42	51	26	141	218	260	18	\$ 13,874	\$ 626,028	\$ 156,507
BROWARD	SE	TOUGH LOVE	TV SERIES	\$ 297,870.00	\$ 728,080.93	47	105	158	310	60	35	\$ 30,185	\$ 1,025,951	\$ 205,190
MIAMI- DADE	SE	THE FINDER - PILOT	TV PILOT	\$ 1,617,261.76	\$ 1,154,806.40	200	17	156	373	329	10	\$ 113,767	\$ 2,772,068	\$ 554,413
MIAMI- DADE	SE	ALQUIEN TE MIRA	TV SERIES	\$ 3,877,628.00	\$ 1,076,313.16	179	11	0	190	0	69	\$ -	\$ 4,953,941	\$ 1,139,429
BROWARD	SE	THE GLADES - SEASON 2	TV SERIES	\$ 9,405,788.46	\$ 7,459,540.98	453	89	3,766	4,308	1,365	91	\$ 110,120	\$ 16,865,329	\$ 3,373,065
ORLANDO	CE	GLENCOE BIOLOGY MINI-GAMES	DIGITAL MEDIA	\$ 171,650.00	\$ 26,636.00	13	N/A	N/A	13	0	168	\$ -	\$ 198,286	\$ 39,500
BROWARD/MIAMI	SE	TAKE THE MONEY AND RUN	TV SERIES	\$ 90,350.00	\$ 197,994.03	42	3	0	45	860	15	\$ 101,742	\$ 288,344	\$ 57,668
BROWARD/MIAMI	SE	IF YOU ONLY KNEW	FEATURE	\$ 324,009.98	\$ 176,491.17	44	18	55	117	70	18	\$ 55	\$ 500,501	\$ 125,000
DUCK KEY	SE	THE LAST RESORT	TV PILOT	\$ 180,065.73	\$ 192,741.08	37	10	0	47	228	6	\$ 137,720	\$ 372,807	\$ 74,561
THROUGHOUT FLORIDA	CE	HOW TO DO FLORIDA	TV SERIES	\$ 81,858.51	\$ 88,655.94	27	2	0	29	42	108	\$ 3,030	\$ 170,514	\$ 33,306
ORLANDO	CE	SUPER SUITE BIOLOGY	DIGITAL MEDIA	\$ 521,437.83	\$ 110,172.71	20	N/A	N/A	20	0	380	\$ -	\$ 631,611	\$ 125,000
ORLANDO	CE	SUPER SUITE ALGEBRA I	DIGITAL MEDIA	\$ 494,949.93	\$ 93,245.06	23	N/A	N/A	23	0	380	\$ -	\$ 588,195	\$ 117,639
ORLANDO	CE	MY FAIR LIDY	FEATURE FILM	\$ 10,939.80	\$ 92,406.84	7	25	9	41	30	18	\$ 6,210	\$ 103,347	\$ 25,836
MIAMI- DADE	SE	PICTURE PARK - JUST FOR MEN	COMMERCIAL	\$ 367,417.08	\$ 337,086.56	106	0	69	175	79	10	\$ 15,800	\$ 704,504	\$ 140,900
MIAMI- DADE	SE	MEDIAMAX - FREDDY/OPTIC 2000	COMMERCIAL	\$ 254,845.43	\$ 231,861.04	141	5	5	151	161	5	\$ 33,284	\$ 486,706	\$ 91,000
ORLANDO/MIAMI	CE/SE	GO FILM	COMMERCIAL	\$ 531,305.04	\$ 343,302.64	180	34	75	289	109	8	\$ 33,629	\$ 874,608	\$ 174,921
BROWARD/MIAMI	SE	SHOOT FLORIDA - CABLEVISION/GATORADE/HYUNDAI	COMMERCIAL	\$ 378,032.35	\$ 373,643.70	147	0	0	147	210	7	\$ 38,210	\$ 751,676	\$ 150,335
		25 Projects - VERIFIED DATA		\$ 54,871,671.64	\$ 23,871,232.65	3,298	437	5,321	9,056	9,402	2,470	\$ 1,442,268	\$ 78,742,904.29	\$ 18,072,466
		CPA AUDIT/REPORT SUBMITTED OFF REVIEW IN PROGRESS												
				AS PER CPA	AS PER CPA									
MIAMI- DADE	SE	BURN NOTICE - SEASON 5	TV SERIES	\$ 15,404,492.00	\$ 10,625,051.00	697	162	1,682	2,541	2,905	126	\$ 391,361	\$ 26,029,543	\$ 5,205,909
CHARLOTTE/ORLANDO	CE	MY BIG REDNECK WEDDING - SEASON 4	TV SERIES	\$ 409,430.00	\$ 729,662.00	46	2	0	48	48	20	\$ -	\$ 1,139,092	\$ 227,818
HILLSBOROUGH/PINELLAS	CW	MAGIC MIKE	FEATURE FILM	\$ 402,154.00	\$ 548,582.00	62	7	339	408	812	6	\$ 105,882	\$ 950,736	\$ 237,684
MIAMI- DADE	SE	THE FINDER - SEASON 1	TV SERIES	\$ 988,616.00	\$ 832,507.00	199	0	248	447	891	30	\$ 100,177	\$ 1,821,123	\$ 364,225
MIAMI- DADE	SE	MIRA QUIEN BAILA	TV SERIES	\$ 358,066.00	\$ 2,551,973.57	75	0	0	75	0	71	\$ -	\$ 2,910,040	\$ 380,741
CORAL GABLES	SE	PREMIOS JUVENTUD 2011	TV SPECIAL	\$ 324,567.70	\$ 1,556,508.83	268	0	0	268	1,157	1	\$ -	\$ 1,881,077	\$ 376,215
MIAMI- DADE	SE	PROJECT RUNWAY - LATIN AMERICA	TV SERIES	\$ 249,264.00	\$ 947,474.00	30	0	0	30	225	49	\$ 12,200	\$ 1,196,738	\$ 265,924
PINELLAS	CW	SUNLIGHT JR.	FEATURE FILM	\$ 273,993.00	\$ 432,715.00	76	0	103	179	68	22	\$ 17,905	\$ 706,708	\$ 176,677
PALM BEACH	SE	PARKER	FEATURE FILM	\$ 1,194,856.00	\$ 1,013,195.00	194	0	283	477	1,006	12	\$ 240,319	\$ 2,208,051	\$ 424,820
ORLANDO	CE	CALL OF DUTY 3DS	VIDEO GAME	\$ 539,406.21	\$ 91,624.64	28	N/A	N/A	28	0	338	\$ -	\$ 631,031	\$ 126,206
MIAMI- DADE	SE	MAGIC CITY - SEASON 1	TV SERIES	\$ 16,912,889.62	\$ 12,851,456.99	626	128	1,567	2,321	5,832	88	\$ 1,095,436	\$ 29,764,347	\$ 6,650,309
MIAMI- DADE	SE	CASO CERRADO 2010	TV SERIES	\$ 2,077,336.00	\$ 2,385,597.00	89	1	61	151	462,933	66	\$ 53,048	\$ 4,462,933	\$ 892,587
MIAMI- DADE	SE	LEVANTATE	TV SERIES	\$ 3,796,037.00	\$ 878,145.00	110	5	0	115	0	235	\$ -	\$ 4,674,182	\$ 866,464
BROWARD/MIAMI	SE	MI CORAZON INSISTE	TV SERIES	\$ 6,017,425.00	\$ 2,975,888.00	238	24	908	1,170	0	132	\$ -	\$ 8,993,313	\$ 2,248,328
MIAMI- DADE	SE	RPM/ASFALTO	TV MINISERIES	\$ 625,809.00	\$ 398,076.00	108	20	133	261	0	30	\$ -	\$ 1,023,885	\$ 196,769
ST LUCIE	CE	SPHERE IN SPHERE	VFX	\$ 964,799.00	\$ 612,686.00	110	N/A	N/A	110	0	151	\$ -	\$ 1,577,485	\$ 315,497
MIAMI- DADE	SE	NITIDIO 2011	TV SERIES	\$ 788,177.00	\$ 70,042.00	22	2	0	24	0	48	\$ -	\$ 858,219	\$ 171,644
MIAMI- DADE	SE	BILLBOARD LATIN MUSIC AWARDS SHOW 2011	TV SPECIAL	\$ 371,136.00	\$ 1,745,171.00	211	0	0	211	300	1	\$ 67,378	\$ 2,116,307	\$ 423,261
MIAMI- DADE	SE	LA CASA DE AL LADO	TV SERIES	\$ 6,939,202.00	\$ 1,456,899.00	256	9	187	452	0	117	\$ -	\$ 8,396,101	\$ 1,628,773
MIAMI- DADE	SE	CASA CERRADA 2011	TV SERIES	\$ 2,989,722.00	\$ 3,624,066.00	69	1	688	758	480	155	\$ 72,039	\$ 6,613,788	\$ 1,322,758
BROWARD/MIAMI	SE	CORIZON APISIONADO	TV SERIES	\$ 6,651,851.40	\$ 4,124,167.16	160	28	492	680	2,768	170	\$ 126,333	\$ 10,776,019	\$ 2,694,005
BROWARD/MIAMI	SE	ROCK OF AGES	FEATURE FILM	\$ 12,281,059.00	\$ 14,862,140.00	632	104	2,189	2,925	14,360	61	\$ 1,754,431	\$ 27,143,199	\$ 6,785,800
MIAMI- DADE	SE	EL GRAN SHOW	TV SERIES	\$ 726,507.00	\$ 1,855,782.00	87	13	476	576	36	27	\$ 2,021	\$ 2,582,289	\$ 645,572
TAMPA/ST PETE/SARASOTA	CW	THE INVESTIGATOR - FF	FEATURE FILM	\$ 233,853.00	\$ 109,260.00	47	33	17	97	60	21	\$ -	\$ 343,113	\$ 102,934
ORLANDO	CE	MOM'S HOMEROOM	DIGITAL MEDIA	\$ 140,519.99	\$ 41,512.47	9	8	0	17	58	132	\$ 5,706	\$ 182,032	\$ 36,406
MIAMI- DADE	SE	STUDIO TR3S - RICKEY MARTIN	TV SPECIAL	\$ 37,068.00	\$ 169,847.00	23	0	0	23	2	2	\$ -	\$ 206,915	\$ 41,383
MIAMI- DADE	SE	BILLBOARD LATIN MUSIC RED CARPET SHOW 2011	TV PRODUCTION	\$ 61,618.00	\$ 176,609.00	69	1	0	70	0	1	\$ -	\$ 238,227	\$ 47,645
MIAMI- DADE	SE	MUSIC MY GUEY	TV SERIES	\$ 153,706.00	\$ -	5	0	0	5	0	250	\$ -	\$ 153,706	\$ 28,160
PALM BEACH	SE	AUGMENTED REALITY SIMULATION FOR MEDICAL STUDENTS	DIGITAL MEDIA	\$ 63,852.79	\$ 58,498.64	8	N/A	N/A	8	0	1,339	\$ -	\$ 122,351	\$ 24,470
ORANGE	CE	SUPER SUITE ALGEBRA II	DIGITAL MEDIA	\$ 214,040.11	\$ 43,413.54	13	N/A	N/A	13	0	184	\$ -	\$ 257,454	\$ 50,000
ORANGE	CE	SUPER SUITE GEOMETRY	DIGITAL MEDIA	\$ 195,781.42	\$ 42,161.77	12	N/A	N/A	12	0	184	\$ -	\$ 237,943	\$ 47,589
MIAMI/BREVARD	SE	MEDIAMAX - COSTA CRUISE/CADUM/LA REDOUTE	COMMERCIAL	\$ 476,207.34	\$ 518,289.66	155	3	53	211	240	14	\$ 79,063	\$ 994,497	\$ 198,899
ORLANDO	CE	HSI - GATORADE	COMMERCIAL	\$ 197,926.65	\$ 162,530.83	58	1	127	186	86	2	\$ 13,073	\$ 360,457	\$ 72,091
DUVAL	N	HSI - WESTIN	COMMERCIAL	\$ 58,887.66	\$ 47,017.34	41	0	0	41	47	1	\$ 4,601	\$ 105,905	\$ 21,181
MIAMI- DADE	SE	HSI - VOLKSWAGEN	COMMERCIAL	\$ 65,212.07	\$ 50,210.85	39	0	0	39	18	1	\$ 6,190	\$ 115,423	\$ 23,085
BROWARD/MIAMI	SE	SMUGGLER - GATORADE	COMMERCIAL	\$ 547,122.00	\$ 365,722.00	131	145		276	26	5	\$ 73,565	\$ 912,844	\$ 182,569
MIAMI- DADE	SE	IMPERIAL WOODPECKER - NIKE/CHEVROLET/DIRECT TV	COMMERCIAL	\$ 428,392.17	\$ 1,136,476.91	133	N/A	N/A	133	538	10	\$ 163,396	\$ 1,564,869	\$ 312,974
MIAMI- DADE	SE	RIVERTREE - MAGNUM ICE CREAM	COMMERCIAL	\$ 242,016.67	\$ 410,421.03	51	3	53	107	6	4	\$ 847	\$ 652,438	\$ 130,488
MIAMI- DADE	SE	HOLMES DOTF - DIET PEPSI COMMERCIAL	COMMERCIAL	\$ 271,312.00	\$ 271,548.00	61	4	111	176	120	2	\$ 57,916	\$ 542,860	\$ 108,572
MIAMI- DADE	SE	FLORIDA FILM PRODUCTION - EURO LOTTERY/MCDONALDS	COMMERCIAL	\$ 228,113.00	\$ 231,251.00	104	16	78	198	67	4	\$ 13,500	\$ 459,364	\$ 91,873
MIAMI- DADE	SE	FLORIDA FILM PRODUCTION - BASKETBALL WIVES	COMMERCIAL	\$ 85,540.00	\$ 129,446.00	55	8	11	74	20	1	\$ 4,500	\$ 214,986	\$ 42,997
HILLSBOROUGH	CW	ARGYLE BROTHERS - PUBLIX COMMERCIALS	COMMERCIAL	\$ 660,632.00	\$ 513,160.00	183	0	0	183	290	18	\$ 74,959	\$ 1,173,792	\$ 234,758
		42 Projects - UNVERIFIED DATA		\$ 85,648,595.80	\$ 71,646,785.23	5,590	728	9,806	16,124	32,857	4,131	\$ 4,535,846.78	\$ 157,295,381	\$ 34,426,060

ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE FY 2011/2012 ANNUAL REPORT

LOCATIONS	REGIONS	PROJECT TITLE	PROJECT TYPE	TOTAL ELIGIBLE FLORIDA WAGES	TOTAL QUALIFIED NON- WAGE FLORIDA EXPENDITURES	# OF FLORIDA POSITIONS CREATED - CREW	# OF FLORIDA POSITIONS CREATED - TALENT (CAST)	# OF FLORIDA POSITIONS CREATED - EXTRAS/STAND-INS	TOTAL # OF FLORIDA POSITIONS CREATED	ROOM NIGHTS	# OF PRODUCTION DAYS	LODGING EXPENDITURES	QUALIFIED FLORIDA EXPENDITURES	FINAL TAX CREDIT AWARD
PROJECT COMPLETED/ AWAITING CPA AUDIT/FINAL REPORT														
QUEUE A - GENERAL PRODUCTIONS \$625K+ (31)														CERTIFICATION AMOUNT
ORLANDO	CE	THE INBETWEENERS - PILOT PRESENTATION	TV SERIES PILOT	\$ 552,095	\$ 142,976.00				387	79	4		\$ 695,071	\$ 139,014
ORLANDO	CE	BIG MIKE - PILOT	TV SERIES PILOT	\$ 1,760,825	\$ 1,659,760.00				951	1,735	13		\$ 3,420,585	\$ 684,117
BROWARD/MIAMI	SE	GRACHI - SEASON 1	TV SERIES	\$ 2,285,058	\$ 1,754,089.00				277	97	87		\$ 4,039,147	\$ 807,829
BROWARD/MIAMI	SE	VENOM ONE/SWAMP CITY (II)	TV SERIES	\$ 1,244,944	\$ 378,737.00				28	0	168		\$ 1,623,681	\$ 324,736
MIAMI- DADE	SE	CHARLIE'S ANGELS (III) - PILOT	TV SERIES PILOT	\$ 4,130,945	\$ 3,372,598.00				1,801	1,097	18		\$ 7,503,543	\$ 1,500,708
MIAMI- DADE	SE	MATILDA	MADE FOR TV	\$ 449,888	\$ 497,748.00				237	30	15		\$ 947,636	\$ 189,527
MIAMI- DADE	SE	COLOR SPLASH	TV SERIES	\$ 1,245,285	\$ 1,249,095.00				18	30	130		\$ 2,494,380	\$ 498,876
ORLANDO	CE	TIGER WOODS PGA TOUR 2013 - FF	VIDEO GAME	\$ 10,878,767	\$ 7,078,996.00				76	170	455		\$ 17,957,763	\$ 4,489,440
BROWARD/MIAMI	SE	TALISMAN	TV SERIES	\$ 4,839,361	\$ 5,993,003.00				1,085	1,500	60		\$ 10,832,364	\$ 2,708,091
BROWARD	SE	FINDING JOY	FEATURE	\$ 942,233	\$ 840,824.00				293	475	24		\$ 1,783,057	\$ 445,764
ORLANDO	CE	THE INBETWEENERS - SEASON 1	TV SERIES	\$ 4,781,550	\$ 3,310,151.00				1,757	428	57		\$ 8,091,701	\$ 2,022,925
MIAMI- DADE	SE	GRACHI - SEASON 2	TV SERIES	\$ 1,506,028	\$ 1,161,312.00				158	90	47		\$ 2,667,340	\$ 666,835
MIAMI- DADE	SE	STEP UP REVOLUTION	FEATURE	\$ 7,706,898	\$ 11,593,950.00				1,107	5,332	50		\$ 19,300,848	\$ 4,825,212
MIAMI- DADE	SE	CHARLIE'S ANGELS - SEASON 1	TV SERIES	\$ 31,965,208	\$ 23,257,481.00				17,944	676	176		\$ 55,222,689	\$ 8,000,000
ORLANDO/VOLUSIA	CE	MISSIONARY	FEATURE	\$ 488,009	\$ 356,638.00				180	62	18		\$ 844,647	\$ 211,161
MIAMI- DADE	SE	GRACHI - SEASON 3	TV SERIES	\$ 1,700,490	\$ 1,358,062.00				160	90	60		\$ 3,058,552	\$ 764,638
MIAMI- DADE	SE	UNA MAID IN MAHANTTAN	TV SERIES	\$ 7,577,267	\$ 3,458,608.00				168	10	113		\$ 11,035,875	\$ 2,207,175
MIAMI- DADE	SE	PREMIO LO NUESTRO 2012	TV SPECIAL	\$ 555,227	\$ 2,407,500.00				110	1,161	1		\$ 2,962,727	\$ 592,545
PINELLAS	CW	SPRING BREAKERS	FEATURE	\$ 2,085,556	\$ 1,173,225.00				561		30		\$ 3,258,781	\$ 814,695
MIAMI- DADE	SE	PAIN AND GAIN	FEATURE	\$ 10,089,402	\$ 10,751,808.00				1,639	4,800	47		\$ 20,841,210	\$ 4,168,242
ORLANDO/VOLUSIA	CE	RING THE BELL -FF	FEATURE	\$ 490,122	\$ 294,111.00				79	44	32		\$ 784,233	\$ 196,058
ORLANDO	CE	SKYLANDERS 3DS - FF	VIDEO GAME	\$ 2,182,800	\$ 327,420.00				27	0	122		\$ 2,510,220	\$ 753,066
MIAMI- DADE	SE	WWE WRESTLEMANIA XXVIII	TV SPECIAL	\$ 2,255,000	\$ 1,945,000.00				168	800	2		\$ 4,200,000	\$ 840,000
MIAMI- DADE	SE	BILLBOARD LATIN MUSIC AWARDS 2012	TV SPECIAL	\$ 887,170	\$ 1,816,278.00				187	50	1		\$ 2,703,448	\$ 540,689
MIAMI- DADE	SE	BURN NOTICE - SEASON 6	TV SERIES	\$ 13,476,566	\$ 17,585,674.00				4,308	2,844	126		\$ 31,062,240	\$ 6,212,448
BROWARD	SE	THE GLADES - SEASON 3	TV SERIES	\$ 9,926,020	\$ 6,721,917.00				2,905	3,933	91		\$ 16,647,937	\$ 3,329,586
MIAMI- DADE	SE	PALANTE CON CRISTINA	TV SERIES	\$ 4,413,269	\$ 2,794,490.00				92	720	52		\$ 7,207,759	\$ 1,441,551
ORLANDO	CE	NCAA FOOTBALL 2013 - FF	VIDEO GAME	\$ 6,702,599	\$ 5,614,199.00				67	150	396		\$ 12,316,798	\$ 3,079,199
ORLANDO	CE	MADDEN NFL 2013 - FF	VIDEO GAME	\$ 12,920,923	\$ 14,673,261.00				100	200	427		\$ 27,594,184	\$ 6,898,546
MIAMI- DADE	SE	PREMIO JUVENTUD 2012	TV SPECIAL	\$ 636,858	\$ 1,959,286.00				113	1,272	1		\$ 2,596,144	\$ 519,228
MIAMI- DADE	SE	PREMIOS TU MUNDO 2012	TV SPECIAL	\$ 553,811	\$ 920,299.00				121	50	1		\$ 1,474,110	\$ 294,822
				\$ 151,230,174	\$ 136,448,496				37,104	27,925	2,824	\$ -	\$ 287,678,670	\$ 60,166,723
QUEUE C - INDEPENDENT & EMERGING MEDIA \$100K - \$625K (55)														
MIAMI- DADE	CE	REAL FOOD REAL KITCHENS	TV SERIES	\$ 57,000	\$ 55,092.00				5	15	14		\$ 112,092	\$ 28,023
MANATEE/SARASOTA	CW	BEAUTIFUL NOISE - FF	FEATURE	\$ 186,787	\$ 108,904.00				1,104	60	22		\$ 295,691	\$ 88,707
ALACHUA/HILLSBOR/PINELLAS	CW	DIVING FOR THE CROSS - FF	FEATURE	\$ 368,310	\$ 104,350.00				142	40	18		\$ 472,660	\$ 118,165
MIAMI- DADE	SE	SOBE REAL	FEATURE	\$ 389,109	\$ 210,804.00				466	0	20		\$ 599,913	\$ 149,978
BOCA RATON	SE	INFORMED CONSENT FOR PED. CLINICAL TRIALS	DIGITAL MEDIA	\$ 70,359	\$ 31,904.00				12	0	243		\$ 102,263	\$ 20,453
BOCA RATON	SE	TEACHING MEDICAL STUDENTS	DIGITAL MEDIA	\$ 106,011	\$ 26,154.00				6	0	245		\$ 132,165	\$ 26,433
MIAMI- DADE	SE	CONFESIONES DE NOVELA	TV VARIETY	\$ 469,820	\$ 127,305.00				54	160	216		\$ 597,125	\$ 119,425
MIAMI- DADE	SE	STUDIO TR3S	TV SERIES	\$ 139,585	\$ 123,166.00				38	2	2		\$ 262,751	\$ 52,550
BROWARD/MIAMI	SE	TR3S QUIERO MIS QUINCES (III)	TV SERIES	\$ 128,575	\$ 27,533.00				26	30	15		\$ 156,108	\$ 31,221
PALM BEACH	SE	INFORMED CONSENT FOR CARDIAC PROCEDURES	DIGITAL MEDIA	\$ 423,423	\$ 99,717.00				14	0	580		\$ 523,140	\$ 104,628
ALACH/LEON/PALMB/PINELL	N/SE/CW	ZERO ENERGY AMERICA	DOCUMENTARY	\$ 330,000	\$ (7,641.00)				16	0	210		\$ 322,359	\$ 64,472
ALACHUA	N	AFTERLIFE	VIDEO GAME	\$ 520,000	\$ 54,300.00				12	0	327		\$ 574,300	\$ 114,860
BROWARD/MIAMI/PALM B.	SE	TR3S QUE TE PICA	TV SERIES	\$ 421,469	\$ 29,372.00				8	0	246		\$ 450,841	\$ 90,168
MIAMI- DADE	SE	BROKE	DOCUMENTARY	\$ 375,000	\$ 121,250.00				10	10	20		\$ 496,250	\$ 99,250
ALACH/BREV/CLAY/DUV/HILLS/ORA NGE/ST.JOHNS/VOLUSIA	N/CE/CW	LIVE LIFE A LITTLE GREENER	DIGITAL MEDIA	\$ 323,340	\$ 204,285.00				18	42	26		\$ 527,625	\$ 105,525
BREVARD/LAKE/ORANGE/OSC	CE	A PERFECT DATE	FEATURE	\$ 247,904	\$ 214,814.00				105	201	19		\$ 462,718	\$ 115,679
SARASOTA	CW	THE PERFECT WEDDING	FEATURE	\$ 70,080	\$ 83,640.00				31	340	18		\$ 153,720	\$ 38,430
MIAMI/ORLANDO	SE/CE	TR3S QUIERO MI BODA	TV SERIES	\$ 216,379	\$ 49,580.00				28	36	30		\$ 265,959	\$ 53,191
ORANGE	CE	SUPER SUITE PHYSICS	DIGITAL MEDIA	\$ 200,000	\$ 50,000.00				20	0	304		\$ 250,000	\$ 50,000
ORANGE	CE	SUPER SUITE CHEMISTRY	DIGITAL MEDIA	\$ 200,000	\$ 50,000.00				20	0	274		\$ 250,000	\$ 50,000
ORANGE	CE	SUPER SUITE PHYSICAL SCIENCE	DIGITAL MEDIA	\$ 200,000	\$ 50,000.00				20	0	243		\$ 250,000	\$ 50,000
ORANGE	CE	SUPER SUITE PRE-CALCULUS	DIGITAL MEDIA	\$ 200,000	\$ 50,000.00				20	0	215		\$ 250,000	\$ 50,000
ORANGE	CE	SUPER SUITE ALGEBRA 2	DIGITAL MEDIA	\$ 20,000	\$ 230,000.00				20	0	184		\$ 250,000	\$ 50,000
LAKE	CE	THE CONGRESSMAN'S DINNER	FEATURE	\$ 126,827	\$ 17,681.00				36	0	18		\$ 144,508	\$ 36,127
MIAMI/ORLANDO	SE/CE	TR3S QUIRO MI BODA - SUMMER SPECIAL	TV SPECIAL	\$ 109,082	\$ 17,982.00				28	36	15		\$ 127,064	\$ 31,765
MIAMI	SE	WEEKENDS WITH LUIS	TV SERIES	\$ 266,200	\$ 161,598.00				18	16	18		\$ 427,798	\$ 106,949
MIAMI/MONROE	SE	EL EMPANTANADO	FEATURE	\$ 11,400	\$ 98,301.00				52	60	27		\$ 109,701	\$ 27,425
SEMINOLE	CE	TWO DAYS	FEATURE	\$ 124,885	\$ 125,534.00				153	180	24		\$ 250,419	\$ 62,604
SARASOTA	CW	FREE RIDE	FEATURE	\$ 243,186	\$ 237,463.00				61	50	25		\$ 480,649	\$ 120,162
MIAMI- DADE	SE	EEENIE MEENIE MINEY MOE	FEATURE	\$ 191,300	\$ 128,458.00				182	50	27		\$ 319,758	\$ 79,939
MIAMI- DADE	SE	PREMIO LO NUESTRO 2012 - RED CARPET SHOW	TV SPECIAL	\$ 14,676	\$ 367,927.00				11	1	1		\$ 382,603	\$ 76,520
DUVAL	N	AMERICA'S MOST WANTED	TV SERIES	\$ 114,012	\$ 72,052.00				95		4		\$ 186,064	\$ 46,516
SARASOTA	CW	BLIND PASS	FEATURE	\$ 291,300	\$ 63,696.00				64	100	32		\$ 354,996	\$ 70,999
MIAMI- DADE	SE	TR3S JUANES UNPLUGGED	TV SPECIAL	\$ 175,809	\$ 221,372.00				50	37	4		\$ 397,181	\$ 79,436
MIAMI- DADE	SE	TR3S LO QUE TE PICA 2012	TV SERIES	\$ 345,189	\$ 49,781.00				13	0	115		\$ 394,970	\$ 78,994
MIAMI- DADE	SE	TR3S QUIERO MI BABY - SEASON 1	TV SERIES	\$ 101,651	\$ 20,620.00				20	0	12		\$ 122,271	\$ 24,454
ORANGE	CE	THE JOCKEY CLUB - FF	VIDEO GAME	\$ 444,800	\$ 132,700.00				13	0	145		\$ 577,500	\$ 144,375
MIAMI/HILLSBOROUGH	SE/CW	TR3S QUIERO MI BODA - SPRING SPECIAL	TV SERIES	\$ 219,593	\$ 46,162.00				31	36	25		\$ 265,755	\$ 53,151
MIAMI- DADE	SE	TR3S QUIERO MI BABY - SPRING SPECIAL	TV SERIES	\$ 105,651	\$ 16,620.00				20	0	25		\$ 122,271	\$ 24,454
BROWARD/MIAMI	SE	ASSUMED MEMORIES	FEATURE	\$ 135,200	\$ 55,045.00				46	36	18		\$ 190,245	\$ 47,561
ORANGE	CE	WRIGLEY'S - FF	VIDEO GAME	\$ 200,008	\$ 30,001.00				8	0	97		\$ 230,009	\$ 57,502
MIAMI/ORLANDO	SE/CE	TR3S QUIERO MI BODA - SEASON 5	TV SERIES	\$ 219,593	\$ 46,162.00				32	36	50		\$ 265,755	\$ 53,151
BROWARD	SE	TR3S QUIERO MI BABY - SUMMER SPECIAL	TV SERIES	\$ 101,651	\$ 20,620.00				20	0	25		\$ 122,271	\$ 24,454
MIAMI- DADE	SE	TR3S QUIERO MIS QUINCES - SEASON 8	TV SERIES	\$ 107,464	\$ 19,063.00				30	0	25		\$ 126,527	\$ 25,305
MIAMI- DADE	SE	BILLBOARD LATIN MUSIC AWARDS RED CARPET SHOW-2012	TV SPECIAL	\$ 204,341	\$ 221,901.00				92	5	1		\$ 426,242	\$ 85,248

ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE FY 2011/2012 ANNUAL REPORT

LOCATIONS	REGIONS	PROJECT TITLE	PROJECT TYPE	TOTAL ELIGIBLE FLORIDA WAGES	TOTAL QUALIFIED NON- WAGE FLORIDA EXPENDITURES	# OF FLORIDA POSITIONS CREATED - CREW	# OF FLORIDA POSITIONS CREATED - TALENT (CAST)	# OF FLORIDA POSITIONS CREATED - EXTRAS/STAND-INS	TOTAL # OF FLORIDA POSITIONS CREATED	ROOM NIGHTS	# OF PRODUCTION DAYS	LODGING EXPENDITURES	QUALIFIED FLORIDA EXPENDITURES	FINAL TAX CREDIT AWARD
ORANGE	CE	MYA AND HER MOMS	DIGITAL MEDIA	\$ 77,204	\$ 27,934.00				18	0	10		\$ 105,138	\$ 21,027
ALACH/DADE/ESCAM/HILLS/LEVY/M ONR/OSCE/VOL	N/CE/CW/SE	HOW TO DO FLORIDA - SEASON 3	TV SERIES	\$ 145,340	\$ 57,325.00				21	108	27		\$ 202,665	\$ 40,533
MIAMI- DADE	SE	OCEAN MODELS	TV SERIES	\$ 347,045	\$ 277,928.00				27	16	106		\$ 624,973	\$ 124,994
ORANGE/SEMINOLE	CE	ROCKABILLY ZOMBIE WEEKEND	FEATURE	\$ 110,816	\$ 89,349.00				62	2	20		\$ 200,165	\$ 40,033
BROWARD	SE	TR3S QUIERO MI BBY - SEASON B	TV SERIES	\$ 97,026	\$ 16,620.00				21	0	25		\$ 113,646	\$ 22,729
ORANGE	CE	AN ACT OF GOD	FEATURE	\$ 207,678	\$ 167,735.00				396	203	25		\$ 375,413	\$ 93,603
MIAMI- DADE	SE	PREMIO JUVENTUD 2012 - RED CARPET SHOW	TV SPECIAL	\$ 136,160	\$ 280,671.00				45	0	11		\$ 416,831	\$ 83,366
HILLSBOROUGH/ORANGE	CW/CE	CAFÉ MOM - DINNER BOOT CAMP	DIGITAL MEDIA	\$ 98,710	\$ 25,850.00				25	0	10		\$ 124,560	\$ 24,912
MIAMI- DADE	SE	LA ALFOMBRA DE PREMIOS TU MUNDO 2012	TV SPECIAL	\$ 94,860	\$ 199,881.00				69	5	1		\$ 294,741	\$ 58,948
HILLSBOROUGH	CW	TR3S QUIERO MI BABY - FALL SPECIAL	TV SERIES	\$ 109,290	\$ 36,088.00				20	50	25		\$ 145,378	\$ 29,075
				\$ 10,941,098	\$ 5,444,649.00				3,974	1,963	4,484	\$ -	\$ 16,385,747	\$ 3,567,469
		QUEUE B - COMMERCIALS/MUSIC VIDEOS (16)												
ORLANDO	CE	ADRENALINE FILM PRODUCTIONS, INC.	COMMERCIAL	\$ 711,945	\$ 187,657				131	10	14		\$ 899,602	\$ 179,920
ORLANDO	CE	ADRENALINE FILM PRODUCTIONS, INC.	COMMERCIAL	\$ 77,000	\$ 83,000				48	3	2		\$ 160,000	\$ 32,000
MIAMI- DADE	SE	BRIGHT PICTURES	COMMERCIAL	\$ 230,742	\$ 291,334				63	5	5		\$ 522,076	\$ 104,415
MIAMI- DADE	SE	FLORIDA FILM PRODUCTION OFFICE-BASKETBALL WIVES	COMMERCIAL	\$ 95,000	\$ 175,000				85	25	1		\$ 270,000	\$ 54,000
MIAMI- DADE	SE	PARADOXAL - PUMA/LECLERC/MTV MOBILE	COMMERCIAL	\$ 500,000	\$ 630,000				242	120	9		\$ 1,130,000	\$ 226,000
ALACHUA	N	FLORIDA FILM PRODUCTION OFFICE-ONLY JEANS	COMMERCIAL	\$ 49,000	\$ 71,000				81	250	4		\$ 120,000	\$ 24,000
MIAMI/VOLUSIA	SE/CE	MJZ-TOYOTA/ACURA	COMMERCIAL	\$ 370,226	\$ 497,922				153	26	7		\$ 868,148	\$ 173,629
ORANGE/PALM B./PINELLAS	CE/SE/CW	STATION FILM - B&N/CARNIVAL/HEAD&SHOULDERS/DAILYS	COMMERCIAL	\$ 468,803	\$ 551,851				197	160	8		\$ 1,020,654	\$ 204,130
MIAMI- DADE	SE	LETCA - SABRITAS/COLGATE/MAID IN MANHATTAN	COMMERCIAL	\$ 575,000	\$ 495,000				269	40	8		\$ 1,070,000	\$ 214,000
MIAMI- DADE	SE	CORTEZ BROTHERS - DIRECT TV/VW/WENDYS	COMMERCIAL	\$ 440,000	\$ 760,000				250	80	8		\$ 1,200,000	\$ 24,000
MIAMI- DADE	SE	SOAH FILMS - ITT TECH	COMMERCIAL	\$ 802,000	\$ 632,000				220	80	20		\$ 1,434,000	\$ 286,800
HILLSBOROUGH	CW	THE FILMHOUSE - PUBLIX	COMMERCIAL	\$ 405,000	\$ 505,000				192	384	9		\$ 910,000	\$ 182,000
BROWARD/COLLIER/MIAMI	SE/SW	2C MEDIA- DISH NETWORK/ANIMAL PLANET/TRAVEL/HBO	COMMERCIAL	\$ 306,867	\$ 260,511				128	42	7		\$ 567,378	\$ 113,475
BROWARD/MIAMI/PALM B.	SE	SHOOT COLLECTIVE - CITIBANK/FLORIDA BLUE/CHA	COMMERCIAL	\$ 868,162	\$ 1,087,920				926	321	16		\$ 1,956,082	\$ 391,216
MIAMI/ORANGE	SE/CE	HABANA AVENUE - ESPN	COMMERCIAL	\$ 407,742	\$ 342,208				181	210	4		\$ 749,950	\$ 149,990
BROWARD/MIAMI/PALM B.	SE	UBER CONTENT - OFFICE DEPOT/ORBITZ	COMMERCIAL	\$ 287,954	\$ 436,347				187	75	5		\$ 724,301	\$ 144,860
				\$ 6,595,441	\$ 7,006,750				3,353	1,831	127	\$ -	\$ 13,602,191	\$ 2,504,435
GRAND TOTALS ALL FY 2011-2012 PROJECTS (INCLUDES UNVERIFIED DATA)														
169				\$ 309,286,980	\$ 244,417,913	8,888	1,165	15,127	69,611	73,978	14,036	\$ 5,978,114	\$ 553,704,893	\$ 118,737,153
NOTE: BOLDED - FF = FAMILY FRIENDLY PRODUCTION														



NORTH REGION:

Projects: 5
Projected Total FL Wages: \$1,065,240
Positions Created (Projected): 247
Estimated Room Nights: 319
Qualified Florida Expenditures: \$1,514,590
Certified Tax Credit Award: \$312,221

CENTRAL WEST REGION

Projects: 16
Projected Total FL Wages: \$6,447,247
Positions Created (Projected): 3,311
Estimated Room Nights: 2,450
Qualified Florida Expenditures: \$10,979,552
Certified Tax Credit Award: \$2,560,951

SOUTHWEST REGION

Projects: 0
Projected Total FL Wages: 0
Positions Created (Projected): 0
Estimated Room Nights: 0
Qualified Florida Expenditures: 0
Certified Tax Credit Award: 0

CENTRAL EAST REGION

Projects: 52
Projected Total FL Wages: \$85,802,199
Positions Created (Projected): 8,593
Estimated Room Nights: 10,104
Qualified Florida Expenditures: \$135,002,395
Certified Tax Credit Award: \$32,899,895

SOUTHEAST EAST REGION

Projects: 96
Projected Total FL Wages: \$215,972,294
Positions Created (Projected): 57,093
Estimated Room Nights: 60,988
Qualified Florida Expenditures: \$406,210,869
Certified Tax Credit Award: \$82,964,588

**FY 2011 - 2012 ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE
VERIFIED AND WRAPPED PROJECTS - REGIONAL BREAKOUT**

PRODUCTION REVENUE TRACKING GUIDELINES

Direct Spending For On-Location Production - US Dollars



Determining the direct location spending a film or media project brings to an area is an important task. In a perfect world, a commission can ask the producer or production accountant on a project to arrive at an accurate assessment of the actual dollars spent in a given area using the AFCI. However, this information is not always available.

In the event actual reports cannot be secured, the formulas listed here have been recognized by AFCI members from North American film commissions as reasonable guides for calculating the production spending of certain projects. These formulas are based on an analysis of studio & TV network accounting records, independent producers/production managers, commercial production companies, exit reports submitted to film commissions, and generally accepted estimates from film commissioners.

Outside North America, many cities, regions, and nations may have different results, and are encouraged to use this system as a basis for the development of their own unique tracking systems. As with any formula, common sense and prevailing history should be applied. By careful tracking of reports from AFCI members using this system, the Task Force will periodically refine the formulas to increase the accuracy and flexibility for all jurisdictions.

	LOW BUDGET Minimal Crew	MEDIUM BUDGET Full Crew, Union Scale	HIGH BUDGET Full Crew, Union Scale
Type of Production			
Feature Film		\$125,000/day	\$260,000/day (including stage work)
Feature Film (Independent)	\$30,000/day	\$50,000/day	\$110,000/day
TV Weekly Series (Network TV)		\$165,000/day	\$300,000/day (including stage work)
TV Movie	\$35,000/day	\$75,000/day	\$125,000/day
TV Special	\$35,000/day	\$60,000/day	\$100,000/day
Commercial	\$25,000/day	\$100,000/day	\$150,000/day
Music Video	\$30,000/day	\$65,000/day	\$110,000/day
Corporate/ Industrial	\$15,000/day	\$25,000/day	\$45,000/day
Documentary	\$15,000/day	\$25,000/day	\$35,000/day
Still Photography	\$15,000/day	\$25,000/day	\$35,000/day
Reality	\$7,500/day	\$25,000/day	\$60,000/day
* All Others	\$15,000/day	\$25,000/day	\$35,000/day
* All Others: 2nd Unit, Travel, Educational, Satellite, Foreign Broadcasts, Sports, Exercise, etc.			

(Revised February 2007)