

**Office of Film and Entertainment
Fiscal Year 2012-2013 Annual Report**

**Strategic Business Development
Florida Department of Economic Opportunity**

November 1, 2013



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I. Florida Office of Film and Entertainment Overview

A. Background

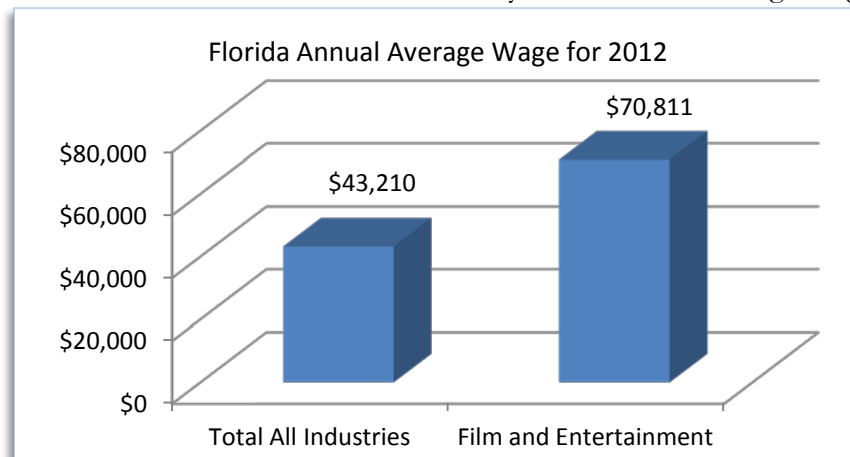
The Florida Office of Film and Entertainment (OFE) was created in 1999 as the state's official economic development mechanism for the development and expansion of the motion picture and entertainment industry sectors. It was housed in the Executive Office of the Governor until 2011 when OFE was repositioned into the newly-created Florida Department of Economic Opportunity (DEO).

OFE attracts and promotes film, television, and digital media production in Florida. OFE staff members facilitate access to filming locations, serve as liaisons between the industry and government entities, administer incentive programs, and market the state as a world-class production center.

B. 2012 Statewide Film and Entertainment Industry Employment Data

- In 2012, there were 4,345 established businesses in Florida's film and entertainment industry with employment of 21,798. (2013 DEO Bureau of Labor Market Statistics)
- In 2012, the average annual wage for workers in the Florida film and entertainment industry was \$70,811, exceeding the state's 2012 annual average wage for all industries of \$43,210 by 63.9 percent. (2013 DEO Bureau of Labor Market Statistics)
- In 2012 the Florida film and entertainment industry had a higher average annual wage than all but three major industry sectors. (2013 DEO Bureau of Labor Market Statistics)

Table 1: Florida Film and Entertainment Industry 2012 Annual Average Wage Data



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

C. OFE Reporting Requirements

Pursuant to s. 288.1254(10), Fla. Stat. each November 1, OFE shall submit an annual report for the previous fiscal year that outlines the Entertainment Industry Financial Incentive Program's return on investment and economic benefits to the state. The report must also include an estimate of the full-time equivalent positions created by each production awarded tax credits under this section, and information relating to the distribution of productions receiving tax credits by geographic region and production type. The report must also include the OFE Travel Expenditures Annual Report required under s. 288.1253(3), Fla. Stat., and the information describing the relationship between recipients of both the Entertainment Industry Sales Tax Exemption Program and the Entertainment Industry Financial Incentive Program required under s. 288.1258(5), Fla. Stat.

II. Florida Entertainment Industry Financial Incentive Program - Fiscal Year 2012-2013 Report

A. Program Background

The Florida Entertainment Industry Financial Incentive Program was created to encourage the use of Florida as a site for filming, for the digital production of films, and to develop and sustain the workforce and infrastructure for film, digital media, and entertainment production in the state. This program is administered by OFE.

The Financial Incentive Program began on July 1, 2010 and sunsets on June 30, 2016. The Florida Legislature allocated \$242 million in tax credits for the program initially, with an additional \$12 million allocated in 2011. Effective March 2012, the Legislature allocated an additional \$42 million in tax credits to the program, totaling \$296 million.

Section 288.1254(4)(a), Fla. Stat. requires OFE to qualify projects on a first-come, first-served basis. 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 non-Florida based companies do not qualify for the program.

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

B. Aggregate Program Performance Summary

Since July 1, 2010 OFE has received and processed 617 applications for the Financial Incentive Program. OFE has qualified, and DEO has certified, 297 productions for tax credits with projected Florida expenditures of approximately \$1.56 billion. Wages to Floridians associated with the 297 certified productions are currently projected to be more than \$930 million and are associated with 190,681 jobs for Florida residents.

The production types certified to-date include:

- 69 motion pictures (e.g. theatrical, made for television, direct to video, documentaries, visual effects sequences);
- 51 digital media productions (e.g. video games, web series, interactive websites);
- 128 television productions (e.g. television series, television pilots, telenovelas, award shows); and
- 49 commercials.

Please refer to Appendix 1: 2010-2016 Entertainment Industry Financial Incentive Program Summary for additional details.

C. Fiscal Year 2012-2013 Annual Performance Summary

- 206 certified projects completed production, provided OFE with their CPA audit, or were awarded tax credits in Fiscal Year 2012-2013:
 - 39 projects awarded tax credits
 - 22 projects completed OFE audit review (pending award)
 - 54 projects pending OFE audit review
 - 91 projects wrapped production in Florida with outstanding final reports
- Projected outcomes for all 206 projects include:
 - 84,617 jobs for Floridians
 - \$353,805,067 in wages for Floridians
 - \$604,183,213 in Florida Qualified Expenditures
 - 100,631 Lodging/Hotel Room Nights
 - 14,623 Production Days

Please refer to Appendix 2: Entertainment Industry Financial Incentive Fiscal Year 2012-2013 Data for additional details.

D. Regional Breakdown

The 206 projects included in the Annual Performance Summary above are broken down by region in Appendix 3: Entertainment Industry Financial Incentive Fiscal Year 2012-2013 Regional Map.

As shown in Appendix 3, the greatest amount of production activity occurred in the southeast and central east regions of the state. The southeast region had the largest percentage of production activity (60%), projecting more than \$267 million in wages and 71,706 positions for Floridians. This is followed by the central east region with 26 percent of the production activity; projecting more than \$77 million in wages and 7,579 positions for Floridians.

E. Return on Investment (ROI)

In 2012 the Florida Office of Economic and Demographic Research (EDR) conducted an analysis of the economic impact of the Florida Entertainment Industry Financial Incentive Program. The study estimated the program's impacts on Florida's gross domestic product (GDP), employment, and state revenue collections (ROI).

The results of the study showed that the Financial Incentive Program increases Florida's GDP at a rate of \$15 for every \$1 of tax credit awarded. The study also indicates that for every \$5 of tax credits awarded, the state collected \$2 in tax revenue (ROI).

It is important to note that neither the effects of Film Induced Tourism nor the Entertainment Industry Sales Tax Exemption Program were included as factors in the results of the study.

F. Full-Time Equivalent Data

Due to the unique characteristics of the film and entertainment industry, individuals working on productions are not counted in full-time equivalent format. In most instances, hourly employment data for individual employees are not assembled by a production, and therefore are not available for reporting to OFE. OFE continues to explore best practices in determining a method by which to report this information.

III. Florida Entertainment Industry Sales Tax Exemption - Fiscal Year 2012-2013 Report

A. Program Background

Pursuant to s. 288.1258, Fla. Stat., effective January 1, 2001, any qualified production company engaged in Florida in the production of motion pictures, made for television motion pictures, television series, commercial advertising, music videos, or sound recordings may be eligible for a sales and use tax exemption on the purchase or lease of certain items used exclusively as an integral part of their production activities in Florida. Examples of tax exempt items include: production equipment, real property, props, wardrobe, and set design and construction.

In order to be exempt from Florida sales tax at the point of sale, the production company must apply for a certificate of exemption for presentation to a registered Florida vendor when making purchases or rentals of qualified expenditures. The application for the Entertainment Industry Sales Tax Exemption is available at filminflorida.com. Each application is reviewed by OFE. Once qualification is determined, the Florida Department of Revenue issues the applicant a certificate of exemption.

B. Annual Performance

OFE approved 857 applications for the Sales Tax Exemption during Fiscal Year 2012-2013. Table 2 below provides an overview of the data collected from those applications. It is important to note that the Sales Tax Exemption data are reported at the time of application, and therefore only represent an estimate.

Table 2: Entertainment Industry Sales Tax Exemption FY 2012-2013 Performance

Fiscal Year 2012-2013	Totals
Total Production Expenditures	\$1,104,213,354
Total Amount of tax exempted based on Florida's general state sales & use tax rate of 6%	\$14,614,772
Return on Investment	75.6 : 1
Out-of-State Applicants	286
In-State Applicants	571
Total Applicants	857
Full-Time Jobs Created	9,923
Freelance Jobs Created	46,218
Total Jobs Created	56,141

Appendix 4 - Florida Entertainment Industry Sales Tax Exemption Fiscal Year 2012-2013 Annual Report provides a detailed summary of the applications for the fiscal year by quarter, and includes production types, origins, anticipated locations of productions, and estimated Florida expenditures by category.

C. Annual Growth

Section 288.1258(5), Fla. Stat. directs OFE to demonstrate the annual growth in Florida-based entertainment industry companies and entertainment industry employment and wages. Table 3 below provides a comparison of annual data since the program's inception in 2001.

Table 3: Entertainment Industry Sales Tax Exemption Fiscal Year Comparison FY 2001 - 2013

Fiscal Year	Number of Applicants	Amount of Tax Exempted based on Florida's 6% Tax Rate	Estimated Florida Jobs	Estimated Florida Expenditures	ROI
2000/2001	227	\$2,539,395	4,877	\$148,593,718	58.5 : 1
2001/2002	463	\$7,556,334	17,424	\$433,372,673	57.4 : 1
2002/2003	621	\$10,796,831	25,854	\$645,025,051	59.7 : 1
2003/2004	624	\$13,768,814	20,154	\$721,914,295	52.4 : 1
2004/2005	705	\$11,867,191	29,116	\$705,255,688	59.4 : 1
2005/2006	762	\$10,683,581	31,189	\$655,792,268	61.4 : 1
2006/2007	809	\$12,721,834	27,338	\$719,035,205	56.5 : 1
2007/2008	841	\$14,389,854	56,476	\$816,462,452	56.7 : 1
2008/2009	762	\$14,038,041	33,353	\$780,849,043	55.6 : 1
2009/2010	824	\$12,452,842	42,844	\$760,722,482	61.1 : 1
2010/2011	871	\$15,365,162	43,817	\$1,010,404,652	65.8 : 1
2011/2012	814	\$14,530,845	48,131	\$1,003,256,276	69.0 : 1
2012/2013	857	\$14,614,772	56,141	\$1,104,213,354	75.6 : 1

As shown in Table 3, the 2012-2013 fiscal year projected the highest anticipated expenditures, the second highest number of jobs, and the highest return on investment for Florida.

D. Comprehensive ROI Analysis

Section 288.1258(5), Fla. Stat., also requires the analysis of annual data from the Entertainment Industry Sales Tax Exemption Program combined with annual data obtained from the Entertainment Industry Financial Incentive Program (s. 288.1254 Fla. Stat.). The intended goal of the analysis is to provide a comparison of the state's overall investment in attracting and growing the entertainment industry, to the actual expenditures of productions participating in both programs. In essence – a combined return on investment (ROI).

E. Comprehensive ROI Analysis Results

During Fiscal Year 2012-2013, 39 productions were awarded tax credits as a result of the Entertainment Industry Financial Incentive Program. Of the 39 productions awarded tax credits, eight either did not apply for the Sales Tax Exemption or were not eligible (e.g. seven of the eight productions were digital media projects, which do not qualify for the Sales Tax Exemption program). In addition, 16 productions were eligible for 12 month certificates, and therefore, the expenditures included on the application were not limited to the project receiving the Financial Incentive.

According to the results of the analysis, productions that received the Financial Incentive and the Sales Tax Exemption expended \$1.32 for each \$1.00 of investment from the state from a combination of both incentive programs.

The validity of the formula used to calculate the ROI is compromised by a number of key factors:

- The Sales Tax Exemption Program data are estimated by the recipients at the time of application (not actual verified expenditures).
- The Financial Incentive Program data are based on an independent audit and actual documentation provided to OFE by the certified production upon completion of each project (actual verified expenditures).
- Florida based production companies are eligible for a 12 month certificate of exemption and must provide twelve months worth of estimated expenditures at the time of application (expenditures are not limited to the project receiving the Financial Incentive).

Details and notes associated with applying the formula are provided in Appendix 5, Comprehensive ROI Analysis - Fiscal Year 2012 – 2013.

IV. Office of Film and Entertainment Travel Expenditures - Fiscal Year 2012-2013 Report

Pursuant to s. 288.1253(3), Fla. Stat., OFE must provide a summary of all travel and entertainment expenses incurred by OFE staff and Florida Film and Entertainment Advisory Council (FFEAC) members during any given fiscal year.

Pursuant to s. 288.1251(2)(a)4, Fla. Stat. OFE shall, “Represent the state’s indigenous entertainment industry to key decision makers within the national and international entertainment industry, and to state and local officials.” Additionally, pursuant to s. 288.1251(2)(a)6, Fla. Stat. OFE shall, “Identify, solicit, and recruit entertainment production opportunities for the state.” Inherent in these statutory requirements is the need to travel to key industry trade shows, events, meetings, and film festivals both in the U.S. and abroad. OFE has been diligent in developing a focused travel strategy to target the key industry decision makers while limiting travel to the most mission critical activities.

FFEAC members, per s. 288.1252(4)(d), Fla. Stat. may be reimbursed for per diem and travel expenditures while in performance of their duties. The purpose of the FFEAC is to provide DEO and its Division of Strategic Business Development and OFE with industry insight and expertise related to developing, marketing, promoting, and providing services to the state’s entertainment industry. Beginning in fiscal year 2009-2010, to limit expenses, all quarterly FFEAC meetings, with the exception of the annual meeting, were conducted via teleconference.

The marketing and outreach conducted by OFE has a direct link to the success of the Entertainment Industry Financial Incentive Program, and thus economic development and job creation in Florida. Table 4 represents the travel costs incurred by OFE during the fiscal year. Of the \$400,000 in operating dollars allocated to OFE for fiscal year 2012-2013, \$29,385.65 was spent on travel, and \$0 was spent on entertainment expenses.

Table 4: - Office of Film and Entertainment Annual Travel Expenditures Data - Fiscal Year 2012 – 2013

Traveler	Travel Dates	Event/Destination	Purpose	Amount	Entertainment Expenditures
Shari Kerrigan, Former State Film Commissioner	8/15/12-8/16/12	Release of Dolphin Tale Study and Press conference/Clearwater, FL	Participated in Meetings and Events	\$498.13	None
	8/23/12-8/24/12	Film Florida Quarterly Meetings/Jacksonville, FL	Represented State/OFE; Business Development; Mtgs.	\$391.57	None
	8/30/12-9/6/12	Telluride Film Festival/Telluride, CO	Represented State/OFE; Business Development; Mtgs	\$5,677.19	None
	10/1/12-10/2/12	Collaborative Labs/Clearwater, FL	Represent State/OFE; Assist with Developing OFE 5 Year Strategic Plan	\$509.01	None
	10/9/12-10/10/12	Emeril's Florida Set Visit with Governor Scott/Sandestin, FL; Iron Man 3 Set Visit with First Lady/Miami, FL	Represent State/OFE; Business Development; Meetings	\$269.05	None
	12/4/12-12/6/12	Film Florida Qtly Meetings/Orlando, FL; Golf Channel Site Visit/Orlando, FL; Site Visit of Former Digital Domain Facility/Port Saint Lucie, FL; Graceland Set Visit/Fort Lauderdale, FL	Represented State/OFE; Business Development; Meetings	\$1,001.24	None

Traveler	Travel Dates	Event/Destination	Purpose	Amount	Entertainment Expenditures
Shari Kerrigan, Former State Film Commissioner (Continued)	1/27/13- 1/30/13	National Association of Television Program Executives (NATPE) Annual Conference/Miami, FL	Represented State/OFE; Business Development; Meetings	\$1,647.70	None
	3/8/13- 3/13/13	South By Southwest (SXSW) Festival; Austin, TX	Represent State/OFE; Business Development; Meetings	\$3,810.35	None
	5/19/13- 5/23/13	Film Florida Annual Meeting/Coral Gables, FL	Represented State/OFE; Business Development; Meetings	\$1,664.32	None
	6/4/13	Florida Attractions Association Annual Conference and Trade Show/Saint Petersburg, FL	Represented State/OFE; Business Development; Meetings	\$209.15	None
	6/7/13- 6/10/13	Produced By Conference/Los Angeles, CA	Represented the State/OFE; Professional Development; Mtgs with Studio Decision Makers	\$2,795.54	None
Susan Simms, Los Angeles Liaison	8/18/12- 8/25/12	Film Florida Qtrly Meetings/Jacksonville, FL; Florida Film and Entertainment Industry Advisory Council (FFEAC) Meeting/Tallahassee, FL	Participated in Meetings and Events	\$1,528.15	None
	10/1/12- 10/3/12	Collaborative Labs/Clearwater, FL	Represent State/OFE; Assist with Developing OFE 5 Year Strategic Plan	\$979.70	None
	12/4/12- 12/7/12	Film Florida Qtrly Mtgs/Orlando, FL; Golf Channel Site Visit/Orlando, FL; Site Visit of Former Digital Domain Facility/Pt. Saint Lucie, FL; Graceland Set Visit/Ft. Lauderdale, FL	Participated in Meetings and Events	\$1,120.06	None
	1/18/13- 1/21/13	Sundance Film Festival/Salt Lake City, UT	Represent State/OFE; Business Development; Meetings	\$1,043.64	None
	5/18/13- 5/23/13	Film Florida Annual Mtg/Coral Gables, FL	Participated in Mtgs and Events	\$1,317.30	None
Herb Miller, Incentives Admin.	8/19/12- 9/7/12	FFEAC and various OFE Meetings/Tallahassee, FL	Participated in Meetings and Events	\$4,583.60	None
	10/1/12- 10/2/12	Collaborative Labs/Clearwater, FL	Assist with Developing OFE 5 Year Strategic Plan	\$339.95	None
Niki Welge, Production Coord.	10/1/12- 10/2/12	Collaborative Labs/Clearwater, FL	Assist with Developing OFE 5 Year Strategic Plan	\$203.00	None
Colleen McClure, Communications Coordinator	10/1/12- 10/2/12	Collaborative Labs/Clearwater, FL	Assist with Developing OFE 5 Year Strategic Plan	\$203.00	None
Gus Corbella, FFEAC Chair	10/1/12- 10/2/12	Collaborative Labs/Clearwater, FL	Represent FFEAC; Assist with Developing OFE 5 Year Strategic Plan	\$254.36	None
TOTAL				\$29,385.65	\$0.00

Appendix 1- 2010-2016 Entertainment Industry Financial Incentive Program Summary

Regional Summary

	# of Projects	%	Projected Total Florida Wages	%	Projected # of Florida Jobs Created	%	Estimated Room Nights	%	Qualified Florida Expenditures	%	Certified Tax Credit Award	%
CENTRAL EAST REGION	87	29.29%	\$ 281,417,846	30.25%	16,485	8.65%	55,276	21.57%	\$ 425,318,868	27.17%	\$ 84,174,978	28.49%
BREVARD LAKE ORANGE SEMINOLE ST LUCIE VOLUSIA												
CENTRAL WEST REGION	25	8.42%	\$ 38,733,752	4.16%	9,075	4.76%	16,961	6.62%	\$ 77,125,711	4.93%	\$ 8,421,847	2.85%
HERNANDO HILLSBOROUGH PINELLAS POLK MANATEE SARASOTA												
NORTH REGION	9	3.03%	\$ 10,192,680	1.10%	2,739	1.44%	4,193	1.64%	\$ 16,560,081	1.06%	\$ 4,078,463	1.38%
LEON SUWANNEE ALACHUA DUVAL ST. JOHNS CLAY												
SOUTHEAST REGION	175	58.92%	\$ 599,662,057	64.45%	162,059	84.99%	179,512	70.06%	\$ 1,045,059,246	66.77%	\$ 198,783,628	67.27%
MIAMI-DADE BROWARD PALM BEACH MONROE												
SOUTHWEST REGION	1	0.34%	\$ 369,094	0.04%	323	0.17%	302	0.12%	\$ 1,206,652	0.08%	\$ 28,109	0.01%
COLLIER												

Totals	297	100.00%	\$ 930,375,429	100.00%	190,681	100.00%	256,244	100.00%	\$ 1,565,270,558	100.00%	\$ 295,487,025	100.00%
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Project Type Summary

THEATRICAL MOTION PICTURE	*	54	18.18%	\$ 190,677,184	20.49%	29,242	15.34%	95,063	37.10%	\$ 307,972,189	19.68%	\$ 49,762,877	16.84%
MADE FOR TV MOTION PICTURE		2	0.67%	\$ 1,029,463	0.11%	329	0.17%	48	0.02%	\$ 1,370,347	0.09%	\$ 305,282	0.10%
DIRECT TO VIDEO MOTION PICTURE		4	1.35%	\$ 4,800,010	0.52%	398	0.21%	1,647	0.64%	\$ 7,767,922	0.50%	\$ 1,715,420	0.58%
VISUAL EFFECTS FILMS		3	1.01%	\$ 15,639,065	1.68%	364	0.19%	2,325	0.91%	\$ 15,893,848	1.02%	\$ 3,894,587	1.32%
DOCUMENTARY FILMS		6	2.02%	\$ 1,296,365	0.14%	368	0.19%	235	0.09%	\$ 1,770,865	0.11%	\$ 354,172	0.12%
VIDEO GAMES	*	23	7.74%	\$ 134,725,154	14.48%	2,063	1.08%	2,303	0.90%	\$ 213,555,294	13.64%	\$ 52,140,872	17.65%
DIGITAL MEDIA PROJECTS		27	9.09%	\$ 8,219,094	0.88%	459	0.24%	190	0.07%	\$ 10,477,009	0.67%	\$ 2,046,219	0.69%
INTERACTIVE WEBSITES		1	0.34%	\$ 4,006,589	0.43%	57	0.03%	0	0.00%	\$ 11,138,987	0.71%	\$ 2,784,746	0.94%
COMMERCIALS	**	49	16.50%	\$ 20,890,280	2.25%	9,920	5.20%	6,395	2.50%	\$ 39,665,556	2.53%	\$ 7,924,017	2.68%
TV SERIES - HIGH IMPACT	***	24	8.08%	\$ 368,058,396	39.56%	123,654	64.85%	121,744	47.51%	\$ 657,661,563	42.02%	\$ 109,036,146	36.90%
TV SERIES - REALITY SHOW		29	9.76%	\$ 45,597,757	4.90%	3,304	1.73%	6,401	2.50%	\$ 74,654,405	4.77%	\$ 13,719,432	4.64%
TV SERIES - TELENOVELA		18	6.06%	\$ 93,809,171	10.08%	6,078	3.19%	5,052	1.97%	\$ 147,957,937	9.45%	\$ 36,500,642	12.35%
TV SERIES - DRAMA/COMEDY/GAME SHOW ENT SHOW/TALK/MUSIC/HOW TO/VARIETY/MINI SERIES		16	5.39%	\$ 14,466,445	1.55%	1,908	1.00%	1,874	0.73%	\$ 22,922,127	1.46%	\$ 5,067,440	1.71%
TV SERIES - INTERACTIVE		4	1.35%	\$ 1,247,412	0.13%	32	0.02%	4	0.00%	\$ 1,341,415	0.09%	\$ 268,281	0.09%
TV SERIES - PILOT		9	3.03%	\$ 13,751,823	1.48%	5,544	2.91%	5,590	2.18%	\$ 23,538,960	1.50%	\$ 4,910,714	1.66%
TV PRODUCTION - NON SERIES		20	6.73%	\$ 6,909,110	0.74%	5,871	3.08%	2,432	0.95%	\$ 8,389,988	0.54%	\$ 1,699,508	0.58%
TV AWARDS SHOW		8	2.69%	\$ 5,252,111	0.56%	1,090	0.57%	4,941	1.93%	\$ 19,192,146	1.23%	\$ 3,356,670	1.14%
TOTAL PROJECTS	****	297	100.00%	\$ 930,375,429	100.00%	190,681	100.00%	256,244	100.00%	\$ 1,565,270,558	100.00%	\$ 295,487,025	100.00%

* 28 FAMILY FRIENDLY PRODUCTIONS
(10 Theatrical MP; 18 Video Games)

** 49 BUNDLED COMMERCIAL APPLICATIONS
(137 INDIVIDUAL COMMERCIALS)

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

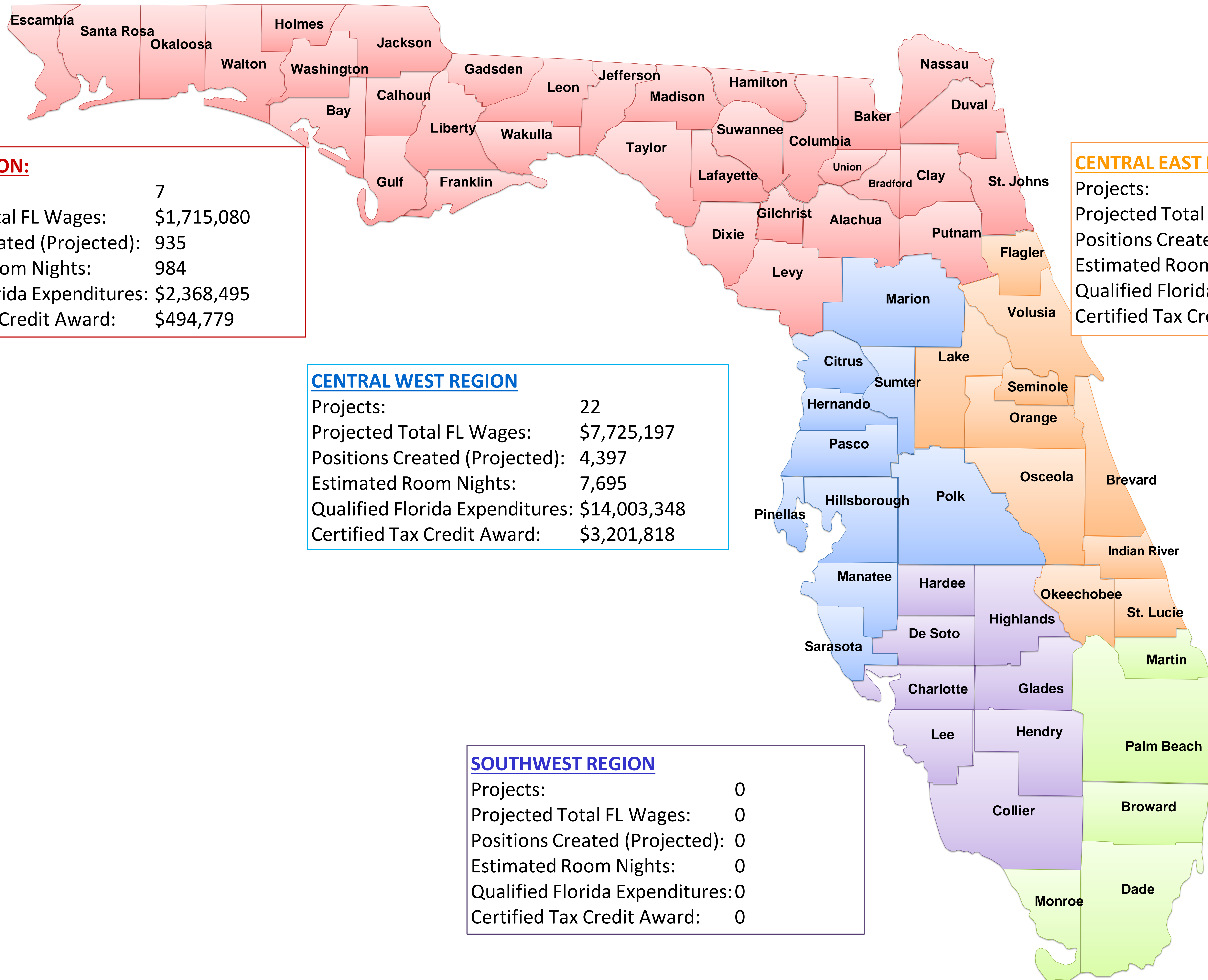
**** 617 APPLICATIONS RECEIVED

PRODUCTION QUEUES	TAX CREDIT BALANCE	TAX CREDITS CONDITIONALLY CERTIFIED	PENDING PROJECTS PROJECTED FLORIDA EXPENDITURES	PENDING PROJECTS PROJECTED TAX CREDIT CERTIFICATION	TAX CREDITS AWARDED
GENERAL PRODUCTION QUEUE	\$ -	\$ 55,084,429 (16)	\$ 42,245,747 (5)	\$ 12,387,067	\$ 64,339,104 (32)
COMMERCIAL & MUSIC VIDEO QUEUE	\$ 512,975	\$ -	\$ 5,282,356 (6)	\$ 1,056,470	\$ 1,698,078 (13)
INDEPENDENT & EMERGING MEDIA QUEUE	\$ -	\$ 436,079 (4)	\$ 1,954,753 (7)	\$ 440,204	\$ 1,244,888 (22)
	\$ 512,975.00	\$ 55,520,508 (20)	\$ 49,482,856 (18)	\$ 13,883,741.00	\$ 67,282,070 (67)

APPENDIX 2 - ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE FISCAL YEAR 2012-2013 DATA

	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												
1	MIAMI- DADE	SE	BURN NOTICE - SEASON 5	TV SERIES	\$ 15,388,446.00	\$ 10,550,411.00	697	162	1,682	2,541	2,905	126	\$ 391,361	\$ 25,938,857	\$ 5,187,771.00
2	MIAMI- DADE	SE	MAGIC CITY - SEASON 1	TV SERIES	\$ 16,912,889.62	\$ 9,688,348.38	626	128	1,567	2,321	5,832	88	\$ 1,095,436	\$ 26,601,238	\$ 6,650,309.00
3	HILLSBOROUGH/PINELLAS	CW	MAGIC MIKE	FEATURE FILM	\$ 401,794.15	\$ 515,207.85	62	7	339	408	812	6	\$ 105,882	\$ 917,002	\$ 229,250.00
4	BROWARD/MIAMI	SE	ROCK OF AGES	FEATURE FILM	\$ 12,218,151.63	\$ 14,827,014.37	632	104	2,189	2,925	14,360	55	\$ 1,754,431	\$ 27,045,166	\$ 6,761,291.00
5	BROWARD/MIAMI	SE	CORAZON APASIONADO	TV SERIES	\$ 6,580,755.83	\$ 3,698,304.17	160	28	492	680	2,768	170	\$ 126,333	\$ 10,279,060	\$ 2,569,765.00
6	PALM BEACH	SE	PARKER	FEATURE FILM	\$ 1,155,768.26	\$ 971,740.74	188	9	176	373	2,212	9	\$ 226,596	\$ 2,127,509	\$ 424,820.00
7	MIAMI- DADE	SE	THE FINDER - SEASON 1	TV SERIES	\$ 988,615.18	\$ 829,544.82	121	8	194	323	145	8	\$ 34,780	\$ 1,818,160	\$ 363,632.00
8	PINELLAS	CW	SUNLIGHT JR.	FEATURE FILM	\$ 267,399.70	\$ 419,552.30	44	29	107	180	600	22	\$ 59,150	\$ 686,952	\$ 171,738.00
9	ORLANDO	CE	TIGER WOODS PGA TOUR 2013 - FF	VIDEO GAME	\$ 7,027,245	\$ 1,088,087.00	230	N/A	N/A	230	50	420	\$ 8,048	\$ 8,115,332	\$ 2,028,833.00
10	ORLANDO	CE	NCAA FOOTBALL 2013 - FF	VIDEO GAME	\$ 9,981,590	\$ 2,308,949.07	326	N/A	N/A	326	25	405	\$ 4,467	\$ 12,290,539	\$ 3,072,634.00
11	ORLANDO	CE	MADDEN NFL 2013 - FF	VIDEO GAME	\$ 16,074,485	\$ 2,982,223.55	363	N/A	N/A	363	120	424	\$ 21,400	\$ 19,056,709	\$ 4,764,177.00
12	BROWARD	SE	THE GLADES - SEASON 3	TV SERIES	\$ 7,909,469	\$ 5,901,859.27	343	34	2,275	2,652	2,325	70	\$ 243,000	\$ 13,811,328	\$ 2,762,265.00
13	MIAMI- DADE	SE	MIRA QUIEN BAILA	TV SERIES	\$ 488,151.43	\$ 1,286,753.57	75	0	0	75	105	71	\$ 131,600	\$ 1,774,905	\$ 354,981.00
14	CORAL GABLES	SE	PREMIOS JUVENTUD 2011	TV SPECIAL	\$ 366,250.54	\$ 1,458,548.46	268	80	16	364	1,169	1	\$ 101,775	\$ 1,824,799	\$ 364,959.00
15	MIAMI- DADE	SE	CASO CERRADO 2010	TV SERIES	\$ 2,077,336.00	\$ 2,385,597.00	89	1	61	151	391	66	\$ 53,048	\$ 4,462,933	\$ 892,586.00
1	TAMPA/ST PETE/SARASOTA	CW	THE INVESTIGATOR - FF	FEATURE FILM	\$ 232,792.36	\$ 104,889.64	45	33	17	95	142	21	\$ 9,456	\$ 337,682	\$ 84,420.00
2	PALM BEACH	SE	AUGMENTED REALITY SIMULATION FOR MEDICAL STUDENTS	DIGITAL MEDIA	\$ 67,228.90	\$ 37,304.10	8	N/A	N/A	8	0	1,339	\$ -	\$ 104,533	\$ 20,906.00
3	ORLANDO	CE	MOM'S HOMEROOM 2011	DIGITAL MEDIA	\$ 135,695.42	\$ 41,018.58	9	8	0	17	58	132	\$ 5,706	\$ 176,714	\$ 35,342.00
4	ORANGE	CE	SUPER SUITE ALGEBRA II	DIGITAL MEDIA	\$ 209,690.11	\$ 36,557.89	13	N/A	N/A	13	0	184	\$ -	\$ 246,248	\$ 49,249.00
5	ORANGE	CE	SUPER SUITE GEOMETRY	DIGITAL MEDIA	\$ 192,781.42	\$ 35,546.58	12	N/A	N/A	12	0	184	\$ -	\$ 228,328	\$ 45,665.00
6	ORANGE	CE	SUPER SUITE PRE-CALCULUS	DIGITAL MEDIA	\$ 221,204	\$ 28,484.57	13	N/A	N/A	13	0	215	\$ -	\$ 249,689	\$ 49,937.00
7	ORANGE/SEMINOLE	CE	ROCKABILLY ZOMBIE WEEKEND	FEATURE	\$ 135,360	\$ 70,745.00	37	46	0	83	0	20	\$ -	\$ 206,105	\$ 40,033.00
8	PALM BEACH	SE	INNOVATIVE MEDICAL TRAINING APPLICATIONS	DIGITAL MEDIA	\$ 590,391.00	\$ -	21	N/A	N/A	21	0	529	\$ -	\$ 590,391	\$ 118,078.00
9	ORANGE	CE	WRIGLEY'S - FF	VIDEO GAME	\$ 160,450	\$ 13,089.00	19	N/A	N/A	19	0	112	\$ -	\$ 173,539	\$ 43,384.00
10	ORANGE	CE	MYA AND HER MOMS	DIGITAL MEDIA	\$ 57,213	\$ 43,217.36	7	1	0	8	0	19	\$ -	\$ 100,430	\$ 20,086.00
11	HILLSBOROUGH/ORANGE	CW/CE	DINNER BOOT CAMP	DIGITAL MEDIA	\$ 74,077	\$ 34,423.00	5	9	0	14	0	28	\$ -	\$ 108,500	\$ 21,700.00
12	OSCEOLA	CE	CAFÉ MOM SOLUTIONS	DIGITAL MEDIA	\$ 58,333.00	\$ 113,567.00	10	18	0	28	0	39	\$ -	\$ 171,900	\$ 34,380.00
13	ALACH/DADE/ESCAM/HILL S/LEVY/MONR/OSCE/VOL	N/CE/CW/SE	HOW TO DO FLORIDA - SEASON 3	TV SERIES	\$ 72,596	\$ 105,164.82	22	2	0	24	92	35	\$ 4,687	\$ 177,761	\$ 35,552.00
14	MIAMI- DADE	SE	BILLBOARD LATIN MUSIC RED CARPET SHOW 2011	TV SPECIAL	\$ 61,618.00	\$ 176,609.00	69	1	0	70	0	1	\$ -	\$ 238,227	\$ 47,645.00
1	ORLANDO	CE	HSI - GATORADE	COMMERCIAL	\$ 197,153.84	\$ 164,103.16	58	1	127	186	86	2	\$ 13,073	\$ 361,257	\$ 72,251.00
2	DUVAL	N	HSI - WESTIN	COMMERCIAL	\$ 58,887.66	\$ 47,018.34	42	0	0	42	47	1	\$ 4,601	\$ 105,906	\$ 21,181.00
3	MIAMI- DADE	SE	HSI - VOLKSWAGEN	COMMERCIAL	\$ 65,212.07	\$ 50,210.85	39	0	0	39	18	1	\$ 6,190	\$ 115,423	\$ 23,085.00
4	MIAMI- DADE	SE	RIVERTREE - MAGNUM ICE CREAM	COMMERCIAL	\$ 242,016.67	\$ 410,420.33	51	3	53	107	6	4	\$ 847	\$ 652,437	\$ 130,487.00
5	MIAMI- DADE	SE	FLORIDA FILM PRODUCTION - EURO LOTTERY/MCDONALDS	COMMERCIAL	\$ 225,135.67	\$ 228,823.33	104	16	78	198	67	4	\$ 13,500	\$ 453,959	\$ 90,792.00
6	MIAMI- DADE	SE	FLORIDA FILM PRODUCTION - BASKETBALL WIVES	COMMERCIAL	\$ 85,540.00	\$ 121,222.00	55	8	11	74	20	1	\$ 4,500	\$ 206,762	\$ 41,352.00
7	BROWARD/MIAMI	SE	SMUGGLER - GATORADE DECLARE BRAND	COMMERCIAL	\$ 547,121.91	\$ 353,861.09	113	136	143	392	26	5	\$ 73,565	\$ 900,983	\$ 180,196.00
8	MIAMI- DADE	SE	IMPERIAL WOODPECKER - NIKE/CHEVROLET/DIRECT TV	COMMERCIAL	\$ 421,476.86	\$ 973,480.14	133	N/A	N/A	133	538	10	\$ 163,396	\$ 1,394,957	\$ 278,991.00
9	MIAMI- DADE	SE	BRIGHT PICTURES -MARKS & SPENCER SPRING ISSUE 2011	COMMERCIAL	\$ 250,584	\$ 311,125	80	1	0	81	5	5	\$ 6,712	\$ 561,709	\$ 104,415.00
10	MIAMI/BREVARD	SE	MEDIAMAX - COSTA CRUISE/CADUM/LA REDOUTE	COMMERCIAL	\$ 476,207.34	\$ 514,653.66	180	27	90	297	300	11	\$ 100,000	\$ 990,861	\$ 198,172.00
39 Projects - VERIFIED DATA					\$ 102,677,113.65	\$ 62,927,676.27	5,369	900	9,617	15,886	35,224	4,843	\$ 4,763,541	\$ 165,604,789.92	\$ 38,386,310.00
			OFF REVIEW COMPLETED/ TAX CREDITS PENDING												
1	ORLANDO/VOLUSIA	CE	MISSIONARY	FEATURE	\$ 141,856	\$ 483,206.15	52	26	0	78	322	18	\$ 19,455	\$ 625,062	\$ 156,265.00
2	MIAMI- DADE	SE	STEP UP REVOLUTION	FEATURE	\$ 9,058,610	\$ 8,928,106.27	440	121	1,375	1,936	7,894	42	\$ 720,473	\$ 17,986,716	\$ 4,496,679.00
3	MIAMI- DADE	SE	EL GRAN SHOW	TV SERIES	\$ 300,004.87	\$ 1,321,837.13	87	13	476	576	36	27	\$ 2,021	\$ 1,621,842	\$ 405,460.00
4	MIAMI- DADE	SE	ASFALTO	TV MINISERIES	\$ 625,809.00	\$ 398,076.00	108	20	133	261	0	30	\$ -	\$ 1,023,885	\$ 196,769.00
5	BROWARD/MIAMI	SE	CANDELA VOLCAN	TV SERIES	\$ 6,017,425.00	\$ 2,975,888.00	238	24	908	1,170	720	158	\$ 60,000	\$ 8,993,313	\$ 2,248,328.00
6	ORLANDO/VOLUSIA	CE	RING THE BELL - FF	FEATURE	\$ 492,091	\$ 232,452.24	43	12	0	55	71	20	\$ 7,437	\$ 724,543	\$ 181,135.00
7	MIAMI- DADE	SE	BURN NOTICE - SEASON 6	TV SERIES	\$ 16,413,570	\$ 10,445,878.00	430	165	1,187	1,782	2,817	126	\$ 461,800	\$ 26,859,448	\$ 5,371,889.00
1	MIAMI- DADE	SE	MUSIC MY GUEY	TV SERIES	\$ 138,767.00	\$ -	6	0	0	6	0	252	\$ -	\$ 138,767	\$ 27,753.00
2	MIAMI- DADE	SE	EENIE MEENIE MINEY MOE	FEATURE	\$ 213,005	\$ 117,892.00	44	30	26	100	86	39	\$ 6,887	\$ 330,897	\$ 63,951.00
3	BROWARD/MIAMI	SE	ASSUMED MEMORIES	FEATURE	\$ 73,872	\$ 116,818.62	53	25	31	109	40	19	\$ 6,172	\$ 190,691	\$ 38,049.00
4	MIAMI- DADE	SE	SOBE REAL	FEATURE	\$ 152,139	\$ 293,832.87	35	14	52	101	106	21	\$ 11,060	\$ 445,972	\$ 110,998.00
5	SARASOTA	CW	FREE RIDE	FEATURE	\$ 147,873	\$ 265,333.00	49	19	127	195	741	24	\$ 68,855	\$ 413,206	\$ 103,301.00
6	LAKE	CE	THE CONGRESSMAN'S DINNER	FEATURE	\$ 67,097	\$ 36,311.68	14	7	0	21	22	14	\$ 1,029	\$ 103,409	\$ 20,681.00
7	MIAMI- DADE	SE	OCEAN MODELS	TV SERIES	\$ 101,050	\$ 633,360.00	27	5	0	32	0	32	\$ -	\$ 734,410	\$ 124,994.00
1	MIAMI- DADE	SE	MILAGRO FILMS - DR PEPPER MI MIX	COMMERCIAL	\$ 119,247.89	\$ 538,048.11	51	1	67	119	46	1	\$ 6,964	\$ 657,296	\$ 129,792.00
2	HILLSBOROUGH	CW	ARGYLE BROTHERS - PUBLIX	COMMERCIAL	\$ 658,520.79	\$ 502,062.21	183	0	0	183	290	18	\$ 74,959	\$ 1,160,583	\$ 232,116.00
3	MIAMI- DADE	SE	HOLMES DOTF - DIET PEPSI	COMMERCIAL	\$ 261,280.33	\$ 265,914.67	61	4	111	176	120	2	\$ 57,916	\$ 527,195	\$ 105,439.00
4	HILLSBOROUGH	CW	THE FILM HOUSE GROUP, INC. - PUBLIX	COMMERCIAL	\$ 398,250.85	\$ 324,342.15	160	0	0	160	210	9	\$ 53,448	\$ 722,593	\$ 144,518.00
5	MIAMI- DADE	SE	PARADOXAL - PUMA/LECLERC/MTV MOBILE	COMMERCIAL	\$ 343,147.81	\$ 402,452.19	173	34	204	411	40	10	\$ 6,717	\$ 745,600	\$ 149,120.00
6	MIAMI- DADE	SE	LETCA - SABRITAS/COLGATE/MAID IN MANHATTAN	COMMERCIAL	\$ 660,718.94	\$ 373,560.06	214	56	0	270	15	8	\$ 3,289	\$ 1,034,279	\$ 206,855.00
7	MIAMI- DADE	SE	CORTEZ BROTHERS - DIRECT TV/VW/WENDYS	COMMERCIAL	\$ 463,639.00	\$ 440,402.00	237	23	0	260	126	7	\$ 32,296	\$ 904,041	\$ 180,808.00
8	MIAMI/ORANGE	SE/CE	HABANA AVENUE - ESPN	COMMERCIAL	\$ 340,955.99	\$ 319,066.01	103	9	418	530	181	4	\$ 40,070	\$ 660,022	\$ 132,004.00
22Projects - VERIFIED DATA					\$ 37,188,930.64	\$ 29,414,839.36	2,808	608	5,115	8,531	13,883	881	\$ 1,640,848	\$ 66,603,770.00	\$ 14,826,904.00
			CPA AUDIT/REPORT SUBMITTED												
			OFF REVIEW IN PROGRESS												
					AS PER CPA		AS PER CPA								
1	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	\$ 227,818.00
2	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	\$ 265,924.00
3	ORLANDO	CE	CALL OF DUTY 3DS	VIDEO GAME	\$ 539,406.21	\$ 91,624.64	28	N/A	N/A	28	0	338	\$ -	\$ 631,031	\$ 126,206.00
4	MIAMI- DADE	SE	COLOR SPLASH	TV SERIES	\$ 640,749	\$ 566,838.00	22	0	0	22	437	150	\$ 1,805	\$ 1,207,587	\$ 241,517.00
5	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	\$ 423,261.00
6	MIAMI- DADE	SE	LEVANTATE	TV SERIES	\$ 3,796,037.00	\$ 878,145.00	110	5	0	115	0	235	\$ -	\$ 4,674,182	\$ 866,464.00
7	MIAMI- DADE	SE	NITIDIO 2011	TV SERIES	\$ 788,177.00	\$ 70,042.00	22	2	0	24	0	48	\$ -	\$ 858,219	\$ 171,644.00

	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
8	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	\$ 1,628,773.00
9	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	\$ 1,322,758.00
10	MIAMI- DADE	SE	PA'LANTE CON CRISTINA	TV SERIES	\$ 2,493,071	\$ 3,822,859.00	165	1	33	199	350	52	\$ 101,000	\$ 6,315,930	\$ 1,263,186.00
11	ORLANDO	CE	NBA ELITE 2013	VIDEO GAME	\$ 12,445,509	\$ -	N/A	N/A	N/A	578	0	581	\$ -	\$ 12,445,509	\$ 2,289,956.00
12	ORLANDO	CE	BIG MIKE - PILOT	TV SERIES PILOT	\$ 1,250,587	\$ 1,080,369.49	129	28	794	951	1,735	13	\$ 225,175	\$ 2,330,956	\$ 466,191.00
13	ORLANDO	CE	THE INBETWEENERS - SEASON 1	TV SERIES	\$ 3,730,873	\$ 1,837,908.35	145	49	599	793	713	55	\$ 85,513	\$ 5,568,782	\$ 1,392,195.00
14	ORLANDO	CE	THE INBETWEENERS - PILOT	TV SERIES PILOT	\$ 504,693	\$ 185,098.23	85	6	52	143	106	5	\$ 11,660	\$ 689,792	\$ 137,958.00
15	ST LUCIE	CE	SPHERE IN SPHERE	VFX	\$ 964,799.00	\$ 612,686.00	110	N/A	N/A	110	0	151	\$ -	\$ 1,577,485	\$ 315,497.00
16	MIAMI- DADE	SE	CHARLIE'S ANGELS - PILOT	TV SERIES PILOT	\$ 3,689,851	\$ 3,094,973.71	261	18	1,522	1,801	1,097	18	\$ 431,200	\$ 6,784,824	\$ 1,356,964.00
17	MIAMI- DADE	SE	UNA MAID IN MAHANTTAN	TV SERIES	\$ 7,450,442	\$ 3,593,123.00	330	41	505	876	336	192	\$ 24,100	\$ 11,043,565	\$ 2,207,175.00
18	BROWARD/MIAMI	SE	SWAMP CITY	TV SERIES	\$ 950,949	\$ 285,424.00	50	0	0	50	0	0	\$ -	\$ 1,236,373	\$ 247,274.00
19	MIAMI- DADE	SE	PLASTIC	FEATURE	\$ 498,598	\$ 322,096.90	80	6	91	177	247	9	\$ 44,213	\$ 820,695	\$ 164,139.00
20	MIAMI- DADE	SE	GRACHI - SEASON 2	TV SERIES	\$ 1,484,702	\$ 627,336.00	80	38	40	158	90	60	\$ 148,440	\$ 2,112,038	\$ 528,010.00
21	MIAMI- DADE	SE	PAIN AND GAIN	FEATURE	\$ 7,765,158	\$ 7,088,081.00	353	34	1,252	1,639	4,800	47	\$ 959,765	\$ 14,853,239	\$ 2,970,648.00
22	ORANGE	CE	LEVEL ONE	TV SERIES	\$ 598,600	\$ 313,699.05	47	53	105	205	120	103	\$ 18,950	\$ 912,299	\$ 273,690.00
23	BROWARD	SE	FINDING JOY	FEATURE	\$ 660,762	\$ 460,421.00	91	12	44	147	375	24	\$ 40,000	\$ 1,121,183	\$ 280,296.00
24	PINELLAS	CW	SPRING BREAKERS	FEATURE	\$ 1,163,411	\$ 1,066,180.06	91	20	350	461	1,800	27	\$ 182,473	\$ 2,229,591	\$ 557,398.00
25	MIAMI- DADE	SE	BILLBOARD LATIN MUSIC AWARDS 2012	TV SPECIAL	\$ 1,660,428	\$ 163,011.00	301	0	0	301	200	1	\$ 47,134	\$ 1,823,439	\$ 364,688.00
26	MIAMI- DADE	SE	MATILDA	MADE FOR TV	\$ 346,800	\$ 399,272.00	83	38	116	237	30	15	\$ 47,300	\$ 746,072	\$ 149,214.00
27	ISLAND)	CE	TEAM HOT WHEELS	VIDEO GAME	\$ 2,129,385	\$ 198,625.95	0	0	0	28	14	256	\$ 1,808	\$ 2,328,011	\$ 437,889.00
28	MIAMI- DADE	SE	PREMIOS TU MUNDO 2012	TV SPECIAL	\$ 229,158	\$ 1,189,368.00	240	1	0	241	300	1	\$ 78,000	\$ 1,418,526	\$ 283,705.00
29	MIAMI- DADE	SE	IRON MAN III	FEATURE	\$ 2,506,177	\$ 3,748,045.56	405	56	4,505	4,966	7,500	20	\$ 1,150,000	\$ 6,254,223	\$ 1,563,556.00
30	MIAMI- DADE	SE	EL ROSTRO DE LA VENGANZA	TV SERIES	\$ 7,333,165	\$ 2,940,953.00	346	27	373	746	306	125	\$ 84,272	\$ 10,274,118	\$ 2,534,640.00
31	MIAMI- DADE	SE	MAGIC CITY - SEASON 2	TV SERIES	\$ 1,843,808	\$ 4,591,274.13	657	122	1,496	2,275	6,544	76	\$ 1,179,310	\$ 6,435,082	\$ 1,608,771.00
1	MIAMI- DADE	SE	STUDIO TR3S - RICKEY MARTIN	TV SPECIAL	\$ 37,068.00	\$ 169,847.00	30	0	0	30	5	5	\$ 3,982	\$ 206,915	\$ 41,383.00
2	ORANGE	CE	AN ACT OF GOD	FEATURE	\$ 192,267	\$ 186,429.00	78	37	306	421	41	28	\$ 11,255	\$ 378,696	\$ 93,603.00
3	BROWARD/MIAMI/PALM B.	SE	TR3S LO QUE TE PICA	TV SERIES	\$ 377,773	\$ 58,414.00	7	1	0	8	0	246	\$ -	\$ 436,187	\$ 87,237.00
4	PALM BEACH	SE	AN INTERACTIVE INFORMED CONSENT PROGRAM FOR CARDIAC PROCEDURES	DIGITAL MEDIA	\$ 353,264	\$ 49,370.29	18	0	0	18	0	730	\$ -	\$ 402,635	\$ 80,527.00
5	SARASOTA	CW	THE PERFECT WEDDING	FEATURE	\$ 20,330	\$ 85,318.00	14	7	7	28	464	20	\$ 22,563	\$ 105,648	\$ 26,412.00
6	SEMINOLE	CE	TWO DAYS	FEATURE	\$ 68,010	\$ 94,052.31	17	32	47	96	0	19	\$ -	\$ 162,062	\$ 40,516.00
7	MIAMI- DADE	SE	TR3S JUANES UNPLUGGED	TV SPECIAL	\$ 30,333	\$ 241,686.00	50	0	0	50	37	4	\$ 7,980	\$ 272,019	\$ 54,404.00
8	MANATEE/SARASOTA	CW	WIND WALKERS	FEATURE	\$ 204,341	\$ 269,070.71	62	8	31	101	729	23	\$ 31,921	\$ 473,412	\$ 113,071.00
9	MIAMI- DADE	SE	BILLBOARD LATIN MUSIC AWARDS RED CARPET SHOW-2012	TV SPECIAL	\$ 55,703	\$ 240,673.00	74	1	0	75	0	1	\$ -	\$ 296,376	\$ 59,275.00
10	CITY/LAKELAND/TAMPA/SA	CW	CHU & BLOSSOM	FEATURE	\$ 65,014	\$ 213,778.00	25	23	30	78	444	18	\$ 21,756	\$ 278,792	\$ 69,698.00
11	DADE/DUVAL/HILLSBOROU GH/ORANGE/OSCEOLA	CW/CE/SE/N	MOM'S HOMEROOM 2012	DIGITAL MEDIA	\$ 178,873	\$ 125,809.27	9	2	0	11	0	4	\$ -	\$ 304,683	\$ 60,937.00
12	MIAMI- DADE	SE	BROKE	DOCUMENTARY	\$ 375,000	\$ 121,250.00	10	0	0	10	10	25	\$ 3,000	\$ 496,250	\$ 99,250.00
13	SARASOTA	CW	BLIND PASS	FEATURE	\$ 347,141	\$ 29,047.77	24	1	18	43	23	20	\$ 2,784	\$ 376,189	\$ 70,999.00
14	ORANGE/OSCEOLA	CE	DISNEY INSTIUTITE - THE MESSENGER	CORPORATE VIDEO	\$ 121,720	\$ 12,000.00	12	4	0	16	0	5	\$ -	\$ 133,720	\$ 26,744.00
15	BEACH	SE	NOT FOR HUMAN CONSUMPTION	DIRECT TO VIDEO MOTION PICTURE	\$ 63,387	\$ 50,179.08	20	21	25	66	22	20	\$ 1,100	\$ 113,566	\$ 22,713.00
16	MIAMI	SE	WEEKENDS WITH LUIS	TV SERIES	\$ -	\$ 329,637.00	0	0	0	0	6	6	\$ 664	\$ 329,637	\$ 82,409.00
17	MIAMI- DADE	SE	TR3S LO QUE TE PICA 2012	TV SERIES	\$ 192,617	\$ 46,982.93	13	0	0	13	0	115	\$ -	\$ 239,600	\$ 47,920.00
18	MANATEE/SARASOTA	CW	BEAUTIFUL NOISE - FF	FEATURE	\$ 307,300	\$ 6,971.13	70	14	53	137	20	22	\$ 557	\$ 314,271	\$ 88,707.00
1	ORANGE/PALM B./PINELLAS	CE/SE/CW	STATION FILM - B&N/CARNIVAL/HEAD&SHOULDERS/DAILYS	COMMERCIAL	\$ 476,031.46	\$ 528,111.54	166	19	0	185	170	9	\$ 57,69		



NORTH REGION:

Projects: 7
 Projected Total FL Wages: \$1,715,080
 Positions Created (Projected): 935
 Estimated Room Nights: 984
 Qualified Florida Expenditures: \$2,368,495
 Certified Tax Credit Award: \$494,779

CENTRAL EAST REGION

Projects: 53
 Projected Total FL Wages: \$77,015,120
 Positions Created (Projected): 7,579
 Estimated Room Nights: 6,262
 Qualified Florida Expenditures: \$102,325,097
 Certified Tax Credit Award: \$24,593,377

CENTRAL WEST REGION

Projects: 22
 Projected Total FL Wages: \$7,725,197
 Positions Created (Projected): 4,397
 Estimated Room Nights: 7,695
 Qualified Florida Expenditures: \$14,003,348
 Certified Tax Credit Award: \$3,201,818

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

SOUTHEAST REGION

Projects: 124
 Projected Total FL Wages: \$267,349,669
 Positions Created (Projected): 71,706
 Estimated Room Nights: 85,690
 Qualified Florida Expenditures: \$485,486,273
 Certified Tax Credit Award: \$102,706,982

APPENDIX 3 - ENTERTAINMENT INDUSTRY FINANCIAL INCENTIVE FISCAL YEAR 2012-2013 REGIONAL MAP

Appendix 4 – Entertainment Industry Sales Tax Exemption Fiscal Year 2012-2013 Annual Report

First Quarter Estimates (07/01/2012 - 09/30/2012)

OUT OF STATE PRODUCTION ENTITIES

Category A: Non-tax exempt expenditures

Number of Approved Applicants	57
Number of Full-Time Jobs Created	458
Number of Freelance Jobs Created	2958
1 Wages Paid	21,951,520.00
2 Lodging	2,801,837.00
3 Food	1,249,760.00
4 Other non-exempt	739,420.00
Subtotal	26,742,537.00

Category B: Requested Exempted Purchases

1 Production Equipment	4,952,105.00
2 Set Design and Construction	2,856,000.00
3 Props and Wardrobe	1,018,205.00
4 Real Property	2,231,800.00
5 Other Exempt	509,800.00
Subtotal	11,567,910.00

Category C

1 Estimated Prod. Expenditures	38,310,447.00
2 Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	694,074.60
3 Return on Investment	55.1964 :1

Applicants Per State:

California	42
Colorado	1
Georgia	2
Illinois	5
Maine	1
Maryland	3
Michigan	2
Minnesota	2
Missouri	2

Nevada	1
New Jersey	1
New York	24
Oregon	1
Pennsylvania	4
Tennessee	1
Texas	2
Virginia	2
Washington	1

Applicants Per Country:	
Canada	7
United Kingdom	1

Motion Picture	1
Made-for TV Motion Picture	2
Television Series	13
Music Video	3
Commercial Advertising	29
Sound Recording	0
Post Production	0
Other	11

IN STATE PRODUCTION ENTITIES

Category A: Non-tax exempt expenditures			
	90-Day	12-Month	All
Number of Approved Applicants	15	101	116
Number of Full-Time Jobs Created	66	900	966
Number of Freelance Jobs Created	341	5,229	5,570
1 Wages Paid	2,316,253.48	129,113,061.51	131,429,314.99
2 Lodging	118,354.35	5,162,996.56	5,281,350.91
3 Food	131,584.03	2,884,506.89	3,016,090.92
4 Other Non-Exempt	265,821.88	42,390,802.86	42,656,624.74
Subtotal	2,832,013.74	179,551,367.82	182,383,381.56
Category B: Requested Exempted Purchases			
1 Production Equipment	504,332.94	20,075,331.48	20,579,664.42
2 Set Design and Construction	135,423.20	6,181,746.12	6,317,169.32
3 Props and Wardrobe	84,854.23	4,037,931.98	4,122,786.21
4 Real Property	147,810.42	8,372,319.48	8,520,129.90
5 Other Exempt	298,397.21	2,887,122.42	3,185,519.63

	Subtotal	1,170,818.00	41,554,451.00	42,725,269.00
1	Estimated Prod. Expenditures	4,002,832.00	221,105,819.00	225,108,651.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	2,563,516.14		
3	Return on Investment	87.8125 :1		

Applicants Per County:	
Brevard	1
Broward	15
Collier	1
Miami-Dade	76
Duval	4
Escambia	3
Hernando	1
Hillsborough	6
Lake	1
Lee	5
Leon	1
Orange	11
Palm Beach	4
Pasco	2
Pinellas	6
Saint Johns	1
Sarasota	1
Volusia	1
Out-of-State	4

Production Days Per County (90-Day Applicants):	
Alachua	55.0
Brevard	23.0
Broward	896.0
Charlotte	10.0
Collier	13.0
Duval	20.0
Escambia	6.0
Hernando	1.0
Hillsborough	65.0
Lake	25.0
Lee	17.0
Leon	16.0
Liberty	50.0
Manatee	5.0

Martin	5.0
Miami-Dade	3476.0
Monroe	15.0
Okaloosa	2.0
Orange	923.0
Osceola	11.0
Palm Beach	36.0
Pasco	5.0
Pinellas	777.0
Polk	150.0
Saint Johns	4.0
Saint Lucie	6.0
Santa Rosa	10.0
Sarasota	5.0
Seminole	3.0
Sumter	5.0
Volusia	9.0
Walton	6.0

COMBINED TOTALS

Total Estimated Prod. Expenditures	263,419,098.00
Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	3,257,590.74
Return on Investment	80.8632 :1

Second Quarter Estimates (10/01/2012 - 12/31/2012)

OUT OF STATE PRODUCTION ENTITIES

Category A: Non-tax exempt expenditures	
Number of Approved Applicants	64
Number of Full-Time Jobs Created	1163
Number of Freelance Jobs Created	5674
1 Wages Paid	31,517,777.50
2 Lodging	1,893,487.00
3 Food	1,382,817.00
4 Other non-exempt	1,614,108.00
Subtotal	36,408,190.00
Category B: Requested Exempted Purchases	
1 Production Equipment	4,655,917.00
2 Set Design and Construction	2,577,491.00
3 Props and Wardrobe	1,253,450.00
4 Real Property	3,721,850.00

5	Other Exempt	395,900.00
	Subtotal	12,604,608.00
Category C		
1	Estimated Prod. Expenditures	49,012,798.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	756,276.48
3	Return on Investment	64.8080 :1

Applicants Per State:	
Arizona	1
California	23
Connecticut	1
Delaware	1
District of Columbia	1
Georgia	3
Massachusetts	1
New York	20
Ohio	1
Pennsylvania	2
South Carolina	1
Tennessee	3
Texas	3
Washington	1

Applicants Per State:	
Canada	2

	Motion Picture	3
	Made-for TV Motion Picture	0
	Television Series	7
	Music Video	1
	Commercial Advertising	42
	Sound Recording	0
	Post Production	0
	Other	9

IN STATE PRODUCTION ENTITIES			
Category A: Non-tax exempt expenditures			
		90-Day	12-Month
	Number of Approved Applicants	17	94
			All
			111

	Number of Full-Time Jobs Created	28	1,672	1,700
	Number of Freelance Jobs Created	503	4,225	4,728
1	Wages Paid	3,666,046.13	131,144,504.79	134,810,550.92
2	Lodging	220,707.53	5,315,105.28	5,535,812.81
3	Food	112,593.04	2,924,907.86	3,037,500.90
4	Other Non-Exempt	277,045.49	28,030,744.57	28,307,790.06
	Subtotal	4,276,392.19	167,415,262.50	171,691,654.69
	Category B: Requested Exempted Purchases			
1	Production Equipment	680,842.29	20,121,149.15	20,801,991.44
2	Set Design and Construction	271,301.30	6,200,871.77	6,472,173.07
3	Props and Wardrobe	122,187.86	3,956,623.87	4,078,811.73
4	Real Property	145,908.39	7,629,663.97	7,775,572.36
5	Other Exempt	180,639.26	2,924,888.75	3,105,528.01
	Subtotal	1,400,879.00	40,833,198.00	42,234,077.00
1	Estimated Prod. Expenditures	5,677,271.00	208,248,460.00	213,925,732.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	2,534,044.62		
3	Return on Investment	84.4207 :1		

Applicants Per County:	
Alachua	1
Brevard	2
Broward	26
Charlotte	1
Collier	1
Miami-Dade	66
Duval	6
Hillsborough	7
Lee	1
Leon	3
Manatee	3
Orange	16
Osceola	1
Palm Beach	12
Pinellas	9
Polk	2
Santa Rosa	1
Seminole	8
Volusia	2
Out-of-State	2

Production Days Per County (90-Day Applicants):		
Alachua		2.0
Bay		5.0
Brevard		13.0
Broward		272.0
Clay		0.5
Collier		3.0
Duval		7.0
Escambia		4.0
Hillsborough		41.0
Lake		0.5
Lee		365.0
Miami-Dade		2259.0
Monroe		2.0
Orange		144.5
Osceola		3.0
Palm Beach		23.0
Pinellas		472.0
Saint Johns		1.0
Seminole		12.5
Sumter		1.0
Volusia		47.0
COMBINED TOTALS		
Total Estimated Prod. Expenditures		262,938,530.00
Total Amount of Tax Credits given based on Florida's general state sales & use tax rate of 6%		3,290,321.10
Return on Investment		79.9127 :1
Third Quarter Estimates (01/01/2013 - 03/31/2013)		
OUT OF STATE PRODUCTION ENTITIES		
Category A: Non-tax exempt expenditures		
Number of Approved Applicants		102
Number of Full-Time Jobs Created		534
Number of Freelance Jobs Created		6983
1 Wages Paid		33,286,746.00
2 Lodging		2,304,013.04
3 Food		1,696,460.64
4 Other non-exempt		1,281,987.67
Subtotal		38,569,207.00
Category B: Requested Exempted Purchases		
1 Production Equipment		6,117,928.41

2	Set Design and Construction	2,863,164.59
3	Props and Wardrobe	1,198,134.29
4	Real Property	3,887,793.56
5	Other Exempt	495,199.50
	Subtotal	14,562,220.00
	Category C	
1	Estimated Prod. Expenditures	53,131,427.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	873,733.20
3	Return on Investment	60.8097 :1
Applicants Per State:		
	Arizona	1
	California	23
	Colorado	1
	Connecticut	1
	Georgia	1
	Illinois	2
	Louisiana	1
	Massachusetts	1
	Michigan	1
	New York	15
	Tennessee	2
	Texas	3
	Virginia	1
Applicants Per State:		
	Canada	2
	United Kingdom	2
	Motion Picture	2
	Made-for TV Motion Picture	2
	Television Series	14
	Music Video	3
	Commercial Advertising	66
	Sound Recording	0
	Post Production	0
	Other	14

IN STATE PRODUCTION ENTITIES				
	Category A: Non-tax exempt expenditures			
		90-Day	12-Month	All
	Number of Approved Applicants	21	151	172
	Number of Full-Time Jobs Created	22	2,839	2,861
	Number of Freelance Jobs Created	998	7,960	8,958
1	Wages Paid	15,199,177.91	140,269,695.83	155,468,873.74
2	Lodging	1,096,851.68	9,581,619.28	10,678,470.96
3	Food	576,436.46	3,926,255.32	4,502,691.78
4	Other Non-Exempt	202,582.76	17,686,997.89	17,889,580.65
	Subtotal	17,075,048.81	171,464,568.32	188,539,617.13
	Category B: Requested Exempted Purchases			
1	Production Equipment	4,992,557.06	25,980,715.17	30,973,272.23
2	Set Design and Construction	734,553.39	6,278,128.61	7,012,682.00
3	Props and Wardrobe	1,516,139.84	4,387,098.57	5,903,238.41
4	Real Property	2,148,573.27	6,813,736.10	8,962,309.37
5	Other Exempt	177,938.15	3,212,334.19	3,390,272.34
	Subtotal	9,569,762.00	46,672,013.00	56,241,775.00
1	Estimated Prod. Expenditures	26,644,811.00	218,136,581.00	244,781,392.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	3,374,506.50		
3	Return on Investment	72.5384 :1		
Applicants Per County:				
Broward				13
Collier				2
Miami-Dade				41
Duval				2
Hillsborough				8
Lake				1
Lee				1
Leon				1
Marion				1
Monroe				2
Orange				18
Palm Beach				10
Pasco				1
Pinellas				7
Polk				3
Saint Johns				1
Seminole				3

Production Days Per County (90-Day Applicants):		
Broward		95.0
Hillsborough		6.0
Miami-Dade		536.0
Nassau		5.0
Orange		145.0
Palm Beach		6.0
Pinellas		3.0
Polk		35.0
Sarasota		2.0
COMBINED TOTALS		
Total Estimated Prod. Expenditures		297,912,819.00
Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%		4,248,239.70
Return on Investment		70.1262 :1
Fourth Quarter Estimates (04/01/2013 - 06/30/2013)		
OUT OF STATE PRODUCTION ENTITIES		
Category A: Non-tax exempt expenditures		
Number of Approved Applicants		63
Number of Full-Time Jobs Created		519
Number of Freelance Jobs Created		5800
1 Wages Paid		30,594,188.00
2 Lodging		1,411,800.00
3 Food		1,334,320.00
4 Other non-exempt		920,456.00
Subtotal		34,260,764.00
Category B: Requested Exempted Purchases		
1 Production Equipment		4,206,664.00
2 Set Design and Construction		1,987,400.00
3 Props and Wardrobe		1,061,550.00
4 Real Property		3,499,649.00
5 Other Exempt		496,600.00
Subtotal		11,251,863.00
Category C		
1 Estimated Prod. Expenditures		45,512,627.00
2 Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%		675,111.78
3 Return on Investment		67.4150 :1

Applicants Per State:				
California				27
Delaware				1
Georgia				1
Indiana				1
Kansas				1
Michigan				3
New York				21
North Carolina				1
Oregon				1
Pennsylvania				1
Tennessee				1
Texas				1
Virginia				1
Washington				1
Applicants Per State:				
American Samoa				1
	Motion Picture	2		
	Made-for TV Motion Picture	2		
	Television Series	10		
	Music Video	3		
	Commercial Advertising	43		
	Sound Recording	1		
	Post Production	0		
	Other	7		
	IN STATE PRODUCTION ENTITIES			
	Category A: Non-tax exempt expenditures			
		90-Day	12-Month	All
	Number of Approved Applicants	23	149	172
	Number of Full-Time Jobs Created	73	1,649	1,722
	Number of Freelance Jobs Created	1,888	3,659	5,547
1	Wages Paid	12,905,756.01	139,460,258.74	152,366,014.75
2	Lodging	704,615.70	9,225,780.59	9,930,396.29
3	Food	421,097.07	3,761,558.72	4,182,655.79
4	Other Non-Exempt	404,213.05	15,155,183.98	15,559,397.03
	Subtotal	14,435,681.83	167,602,782.03	182,038,463.86

	Category B: Requested Exempted Purchases			
1	Production Equipment	3,385,964.72	25,735,510.77	29,121,475.49
2	Set Design and Construction	748,320.70	5,784,165.68	6,532,486.38
3	Props and Wardrobe	877,915.84	3,922,708.86	4,800,624.70
4	Real Property	1,616,803.01	7,146,024.03	8,762,827.04
5	Other Exempt	171,039.40	3,003,362.45	3,174,401.85
	Subtotal	6,800,044.00	45,591,772.00	52,391,816.00
1	Estimated Prod. Expenditures	21,235,726.00	213,194,554.00	234,430,280.00
2	Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	3,143,508.96		
3	Return on Investment	74.5760 :1		
Applicants Per County:				
Broward				14
Miami-Dade				35
Duval				1
Escambia				1
Hillsborough				6
Orange				11
Palm Beach				4
Pinellas				5
Polk				1
Sarasota				3
Seminole				3
Out-of-State				2
Production Days Per County (90-Day Applicants):				
Broward				4.0
Duval				31.0
Flagler				2.0
Gadsden				10.0
Highlands				4.0
Hillsborough				12.0
Leon				2.0
Manatee				26.0
Miami-Dade				214.0
Orange				12.0
Osceola				4.0
Palm Beach				313.0
Pinellas				3.0
Polk				32.0
Sarasota				9.0

Seminole	61.0
Volusia	1.0
COMBINED TOTALS	
Total Estimated Prod. Expenditures	279,942,907.00
Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	3,818,620.74
Return on Investment	73.3100 :1

ANNUAL ESTIMATES (07/01/2012 - 06/30/2013)	
Total Production Expenditures	1,104,213,354.00
Total Amount of tax exemption based on Florida's general state sales & use tax rate of 6%	14,614,772.28
Combined Return on Investment	75.5546 : 1
Number of Out-of-State Applicants	286
Number of In-State Applicants	571
Total Applicants	857
Number of Full-Time Jobs Created	9,923
Number of Freelance Jobs Created	46,218
Total Jobs Created	56,141

Appendix 5 - Comprehensive ROI Analysis – Fiscal Year 2012-2103

$$\frac{\text{EIFI Recipients' Sales and Use Tax exemptions} + \text{EIFI Tax Credits Awarded}}{\text{Total EIFI Recipients' Actual Qualified Expenditures}} = \frac{\$86,769,451 + \$38,386,310}{\$165,604,787} = \frac{\$125,155,761}{\$165,604,787} = 1.32$$

KEY	
*EIFI Recipients' Sales and Use Tax exempt expenditures:	\$86,769,451
EIFI Tax Credit award in FY 12/13:	\$38,386,310
Total EIFI Recipients' Actual Qualified Expenditures:	\$165,604,787

* EIFI - Entertainment Industry Financial Incentive (Tax Credit)

Please note that the Sales Tax Exemption data is self reported and therefore only represents an estimate. The figures related to the Entertainment Industry Financial Incentive (Tax Credit) are actual verified expenditures. Also of note is that not every recipient of the Financial Incentive is eligible for the Sales Tax Exemption.