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**Study Shows \$29.2 Billion Economic Impact for
Film and Entertainment Industry in Florida**

~ Florida Productions Generate Jobs, Stimulate Local Economies ~

TALLAHASSEE – The Governor's Office of Film & Entertainment today announced the results of an independent assessment of Florida's film and entertainment industry, conducted by the Haas Center for Business Research and Economic Development of the University of West Florida. The study found that in 2007, the estimated economic impact of Florida's film and entertainment industry grew from nearly \$27 billion in 2003 to \$29.2 billion in 2007.

"As we continue to seek growth opportunities for Florida's economy, it is important to remember the significant role film and entertainment plays in our state, directly employing more than 100,000 Floridians," said Governor Crist, who's recently announced fiscal year (FY) 2009-2010 budget includes \$10 million for the Office of Film & Entertainment's successful entertainment industry financial incentive program. "These findings highlight how important it is for Florida's businesses and workforce to ensure this revenue stream continues flowing into our state."

The film and entertainment industry is unique in that the economic benefits extend into other industries, such as restaurants, lodging, retail, construction and tourism, resulting in an additional estimated 105,000 related spinoff jobs in 2007.

The Office of Film & Entertainment, directed by Lucia Fishburne, commissioned the study to gain insight as to the industry cluster's scope and impact. Additional results from the study show that in 2007, the industry accounted for:

- \$17.9 billion in Gross State Product (GSP);
- \$8.5 billion in income to Floridians; and
- \$498 million in tax revenue.

Florida is currently home to hit television series *Burn Notice*, filmed in South Florida. The Emmy-nominated show infused more than \$28.6 million into South Florida's economy during the first two seasons and has created more than 2,700 jobs for its residents. They are currently in production on their third season and plan to spend an additional estimated \$17 million in Florida.

The Sunshine State has another recent claim to fame with the holiday box office success *Marley & Me*, which injected more than \$10 million into South Florida's economy, employing nearly 1,400 Floridians. The movie held the number one spot at theaters for two weeks, effectively marketing South Florida's travel destinations to millions of winter moviegoers.

In July 2004, Florida began offering cash rebate incentives through the Governor's Office of Film & Entertainment to attract additional productions to the state in order to foster growth in the industry and boost local and state economies. The financial incentive program was appropriated \$25 million for FY 2007-2008, which induced 53 productions to choose Florida and to spend close to \$123 million on Florida resident wages and services and products from Florida businesses, including an estimated 36,000 hotel room nights. The incentive program's budget was reduced to a \$5 million appropriation for FY 2008-2009 when the Florida Legislature was forced to reconcile the budget deficit during the 2008 session.

To access the complete Analysis of the Florida Film and Entertainment Industry conducted by the Haas Center, go to: <http://filminflorida.com/ifi/ea.asp>

About the Governor's Office of Film & Entertainment

Overseen by the Governor's Office of Tourism, Trade, and Economic Development, the Governor's Office of Film and Entertainment builds, supports and markets the high-wage, high-growth motion picture and entertainment industry sectors in Florida. With offices in Tallahassee and Los Angeles, Florida is able to implement innovative strategies to attract world-class productions to the state that provide economic benefits to residents and businesses. For additional information on the Florida Governor's Office of Film & Entertainment, please visit <http://www.filminflorida.com>.

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