

**FLORIDA FILM AND ENTERTAINMENT ADVISORY COUNCIL**

June 20, 2019 (2<sup>nd</sup> Quarter Meeting)

10 a.m. – 12 p.m.

**107 East Madison St.**

**Tallahassee, FL 32399**

**MINUTES**

**CALL TO ORDER AND WELCOME**

Administrative (Chair Nicholas Popp)

Call to Order by Chair Popp at 10 a.m.

Roll Call:

*Members:*

Adam Goodman  
Cynthia Angelos  
Kevin Ambler  
Marc Meisel  
Michael Williams  
Nicholas Popp  
Pamela Tuscany  
Sandy Lighterman

*Members of the Public:*

Dani DeStafney, VISIT FLORIDA  
Chris Ranung, IATSE, COMPASS  
Herb Miller  
John Lux, Film Florida  
Todd Roobin

*Office of Film and Entertainment (OFE) Staff:*

Commissioner Niki Welge  
Susan Simms  
Donyelle Marshall  
Allie Pratt

**WELCOME**

Chair Popp welcomed everyone.

Chair Popp said the next FFEAC meeting will be decided via Doodle poll.

## **OLD BUSINESS**

### Approval of December 2018 FFEAC Meeting Minutes

Chair Popp called for a motion to approve the December 2018 minutes. Minutes were approved unanimously.

### Approval of March 2019 FFEAC Meeting Minutes

Chair Popp called for a motion to approve the March 2019 minutes. Minutes were approved unanimously.

## **NEW BUSINESS**

### Legislative Update (Chair Nicholas Popp)

Chair Popp summarized 2019 session by explaining that there was no movement concerning the film and entertainment industry bills. Chair Popp believes that the 2019 session was a great opportunity to build relationships with legislative leadership and believes that that relationship building will continue even though session is over.

Chair Popp explained that there is a shorter amount of time between sessions this year, as the 2020 session begins in January.

Chair Popp reviewed that SB 526 and House companion 1401 outlined a targeted grant program. The Senate bill died in second committee, and the House companion died in first committee. Chair Popp shared that he believes it is a big deal that we were able to get Senator Gruters to sponsor SB 526.

Chair Popp said that HB57 and SB1540 focused on the deregulation of professional occupations. These bills received significant press attention. The Governor encouraged this idea of deregulation. These bills would have, in part, deregulated the talent agency industry. These bills died in committee.

Chair Popp said he believes that SB 1808 was a bright spot this legislative session. This bill was a resolution recognizing the value of film and television industry as an economic driver and creator of high-wage jobs in the state. It stated support for the collaboration of public and private sectors. This bill passed in the Senate and was adopted. Chair Popp thanked Senator Taddeo for bringing this resolution and expressing support for industry.

Chair Popp believes that support for the industry exists in the legislature, though there may be philosophical differences concerning how to support industry.

Chair Popp encouraged councilmembers to reach out to their representatives and cultivate relationships. He encouraged councilmembers to offer themselves as resources on film and

entertainment industry issues. Chair Popp said he has meetings with legislators set up in the coming months.

### Office of Film and Entertainment Team Report

Chair Popp invited the Office of Film and Entertainment to give their respective updates.

### Office Updates (Commissioner Niki Welge)

Commissioner Welge began by reviewing the STE program. She stated that all of the economic development programs, including our office and our sales tax exemption program, are under review this summer. This is due to the new Governor and new executive leadership. She said the film office is working with Jason Rojas to communicate a clear picture of how our office is important to the state's economy and why the STE program is an important tool. If eliminated, the program would effectively be a tax increase. Niki will review the 2018 NAICS code data, which helps to tell this story along with STE program results.

Commissioner Welge said there are now travel limits in place for the agency. She said the new administration is taking a hard look at travel, and travel is currently limited to only "mission critical" trips. This significantly affects out of state travel for the film office. If kept in place, the dollars not spend on travel may be allotted to marketing in the next fiscal year budget.

Commissioner Welge reviewed the following NAICS code data:

- In 2018, there were 4,513 establishments in the film and entertainment industry with employment of 26,661 and an average annual wage of \$82,746.
- In 2018, the average annual wage for workers in the film and entertainment industry was \$82,746 exceeding the state's 2018 average annual wage for all industries of \$50,090 by 65.2 percent.
- In 2018, the total wages paid to workers in the film and entertainment industry was \$2,206,040,126.
- The sector with the largest employment was television broadcasting.
- The sector with the highest wage was cable and other subscription programming.

Commissioner Welge said that it is the time of year again during which the film office staff reached out to each of the productions worked with over the past 12 months to determine if their activities resulted in business in Florida. Last fiscal year, our office worked on 1,753 productions, 1,423 of which resulted in business (81% success rate). She said that she hopes to achieve similar success this fiscal year. She added that OFE staff set a goal to assist 1,700 new productions during this fiscal year and surpassed that number in May, which was a month before the end of the year. She said the team has worked incredibly hard to meet and exceed the business goals, and she is proud of their success. She said the official numbers for fiscal year 2018-2019 will be reported at the next quarterly meeting.

Commissioner Welge discussed the new Film in Florida app rollout. She said that the film office is working with the agency's communications team on a marketing plan to roll out the app. She said Allie Pratt would follow up with a more detailed report on the rollout. She announced that the app is now available on the App Store on iOS devices. It features the office location library and production directory. She reminded local film offices and individuals to update their photos and listings in the library. She said we are happy with the way the app looks and encourages the councilmembers to download it.

Commissioner Welge said that the Film Florida annual meeting will occur next week. Commissioner Welge and Susan will attend those meetings, which will take place in St. Pete. She said that Tony Armer, the St. Pete/Clearwater film commissioner, will host the meetings, which will include a tour of the Clearwater Marine Aquarium and an industry summit with educational panels on Wednesday and Thursday. She encouraged councilmembers to participate in the public Board of Directors meeting on Wednesday morning from 10 a.m. to 1 p.m.

Chair Popp thanked Commissioner Welge and her staff for their work on behalf of the industry.

Pamela Tuscany suggested that the council make a motion to create subcommittee to draft letters stating FFEAC's support for the film office. Chair Popp made a motion to create a subcommittee for the aforementioned purpose. The motion was passed unanimously.

Chair Popp, Pamela Tuscany, Sandy Lighterman and Kevin Ambler offered to serve on the committee. Chair Popp said he will work with the film office to invite those not present to participate if interested.

Sandy Lighterman asked if the council could also write a letter to legislators and executive leadership through the new subcommittee. Chair Popp approved of this suggestion and expects to set up a subcommittee meeting in the next month.

#### Future Business Development (Susan Simms)

Chair Popp invited Susan to begin.

Susan Simms explained that she lives by the motto, "You must be present to win." Through this philosophy, she continues to foster relationships with clients.

Susan said, since the last FFEAC meeting, she attended AFCI week in LA in April. She said 213 film offices from around the world participated and 70 countries were represented. This was a four day event. Susan made great connections with organizations like YouTube.

Susan said she then attended Realscreen West. She said the film office has been a sponsor of this event since its inaugural year. She said the state is lucky to have aggressive local film offices to work with at events like this one. Susan explained that Realscreen is all about reality television.

She met with executives over “The Right Stuff,” HGTV and a producer on “Little.” There was also a production company that sought the Florida film offices because the state had a great presence at the conference.

Finally, Susan said she attended Produced By LA. She said the film office has also been a sponsor of this event since its inaugural year. Susan made a connection with the Executive Vice President of Production at Hallmark and also met his team. She said 15 Film Florida members attended Produced By along with her. A Film Florida membership event after the conference led to great connections with many producers. She explained that Producers Mashup was an event on last day that led to great conversations with big producers. Susan said she used that meeting to thank the producers, which led to conversation about great experiences filming in Florida. Someone from the Dolphin Tale production team told Susan filming in Florida was the best production experience he has ever had.

Susan said it is an incredible advantage to have an LA film office—not many other states have this kind of office. Since the film and entertainment industry is so relationship driven, so many connections are made simply being present in LA. She said 141 million people still watching broadcast, and on top of this there are an overwhelming number of channels of content. So, she sees so much opportunity for business in Florida.

Chair Popp said he attributes the news of new productions in the state to Susan Simms and the rest of the OFE team.

Pamela Tuscany said she would like to include the importance of the LA film office in the letter to executive leadership.

#### Spanish Language Production Report (Donyelle Marshall)

Donyelle Marshall said she represented the film office at LA Screenings for the Viacom International Studios screening and at Miami Media and Film Market. She said Viacom presented to buyers concerning ten projects, which were produced in Brazil, Mexico, Chile and Alabama. Based on conversations that she had with network executives and freelance producers, she anticipates future content will be produced in Latin America’s five largest countries, which include Brazil, Mexico, Argentina, Chile and Colombia, with operations and administration based in South Florida. She said these countries are becoming strong content hubs due to tax credit incentives, low production costs and emerging broadband market. She said one producer lamented that he could produce a telenovela in Mexico for \$400,000 and in South Florida \$400,000 is the cost of one episode. She said she was surprised to find out that Brazil and Colombia ranked second and fourth in the global internet usage index despite only having broadband penetration reaching 50% of the population.

Donyelle said she attended the Miami Media and Film Market, a global content forum and market. She said it was an excellent networking event that encourages the work of local

content creators. She said most of those in attendance were asking where to find an entertainment lawyer to pitch and negotiate to streaming networks.

Donyelle said two new industry events are coming to Miami, one is Slamdance Miami, which is the alternative to the Sundance Film Festival. It will be held May 28 through May 31, 2020. The festival will feature local work. She said the other new event is ContEnt Marketplace. This is the only conference focused on bringing together talented independent creators of podcasts, videocasts, short films, online series, and other original content with established media buyers, sponsors, and fellow content entrepreneurs. This event will occur October 3 and 4 in Miami.

Donyelle said that she gathers that the next hot thing in the industry is mobile streaming app and broadband expansion. She said the industry recognizes the changing preferences of the consumer, whose need for individual-oriented content is growing rapidly. She said she thinks content will continue to drive growth. Short form is emerging as a new content preference. These are episodes that are three to five minutes or films at are seven to ten minutes. She said Jeffrey Katzenberg's Quibi is focused on short videos for cellphones and will launch in April 2020. The service will cost \$5 a month with ads and \$8 a month without ads. She said the \$100,000,000 in ad sales has attracted many of Hollywood big shots like Steven Spielberg, Catherine Hardwicke, Guillermo del Toro, and Steven Soderbergh.

#### Marketing and Advertising (Allie Pratt)

Allie shared that the film office's Facebook content has reached over 55,000 people in the last month and the office's Twitter has reached 14,000 people. She said the most successful unpaid social post this month was a tweet on Tosca Musk's Passionflix film the Tweet appeared on more than 3,000 people's screens.

Allie explained that a new Facebook ad has taken Facebook reach from thousands to tens of thousands. The ad targets film and entertainment professionals outside of Florida but within the U.S. She said, thus far, the ad has reached almost 72,000 and appeared in user screens over 290,000 times. She also said the cost per result (people seeing/interacting) is average of \$0.16 (over the lifetime of ad).

Allie said [filminflorida.com](http://filminflorida.com) website visits remain steady at about 600 visitors weekly.

Allie said the film office sent 40 total boxes of journals and pens to Produced By and Reelscreen as part of a sponsorship of each event. This means Florida location photos and office logo were in the hands of those event goers. She added that the office also had a quarter-page ad in Produced By's event booklet.

Allie said that she and Niki attended the Bring Your Child to Work Day event at the Capitol. She said they were able to talk about the film and entertainment industry to hundreds of kids and parents and gave them journals and pens. More than 500 children and parents were present.

Allie reviewed Film in Florida Apple app created through Reel-Scout. She said users can search locations, crew and support services. She said the app looks great and is user-friendly. It is available now if you search "Film in Florida" in the App Store. She said the film office's rollout plan is in the approval process.

Allie said that the office gets a lot of questions regarding marketing services available to the film and entertainment industry in the state. She is working with the film office staff to create a flier to summarize the marketing services we offer.

Allie said the next FFEAC meeting will be decided via Doodle poll.

Chair Popp asked if the office will track the downloads. Allie affirmed that the office will collect and report app downloads.

#### Sales Tax Exemption (Donyelle Marshall)

Donyelle said she has approved 1,006 applications. She said this is an 11% increase in out of state applications and 2% increase for in state applications. Expenditures are up due to equipment replacement and tariffs.

Nicholas said he is blown away by the success of the STE program. Chair Popp asked that Donyelle send final fiscal year numbers to entire council.

Pamela asked that we highlight the STE program in the letter to executive leadership.

#### Association Updates: (Film Florida, SAG, IATSE, etc.)

Chair Popp turned the discussion over to Chris Ranung with IATSE.

Chris said there are not many updates to share, but the labor forces continues to grow. "The Right Stuff" is gearing up in Orlando and this is substantial work that will carry workforce into December. He said he is seeing growth in IATSE membership after losses over the last four or five years. He said he is happy to see that the workforce can satisfy the calls that come our way. He said Florida has a trained and highly professional production crew. Chris ended by asking councilmembers to send any Florida film school graduates has way.

Chair Popp said it is important to communicate that we have some of the best crew in the business in Florida.

Chair Popp asked John to discuss Film Florida. The call was interrupted by a caller placing the conference on hold as John Lux was about to speak.

John said the chair and vice chair are unable to attend, so he will give the Film Florida update. John highlighted the recent production in the state, which includes Hallmark movies, "I Saw a

Man with Yellow Eyes” and “David Makes Man.” He said these are all the stories that Film Florida is trying to tell because they believe there is a snowball effect with positive messaging: Positive production experiences in the state will attract more positive production experiences in the state.

John said Film Florida members attended Tribeca, Realscreen West, and Produced By LA. John said he attended MMFM and spoke on a panel at Full Sail. He said upcoming events that Film Florida will attend are the Governor’s conference, which will occur in Sept., and Toronto.

John said there will be three Film Florida networking events on July 18, 30, and August 1. He asked that councilmembers watch the Film Florida social pages for more information on these. He added that Film Florida awarded two scholarships in the last quarter.

John said the summer priority for Film Florida is to have relationship building meetings with legislators.

Cynthia Angelos asked for more information regarding Miami conference in Oct. Donyelle said she would send more info about this conference.

John continued and said the Film Florida quarterly meetings will be next week. He said there will be a tour of the Clearwater Marine Aquarium and an industry summit will follow the Film Florida meetings.

John said annual membership is growing. He said since June 2016, membership has doubled. He said the organization is continuing to nurture relationships with the Florida Chamber, Florida Tax Watch, Associated Industries of Florida and others. He said he believes these partnerships and close communication with members will continue the success of the film and entertainment industry in the state.

Ex-Officio Updates: (Enterprise Florida, Inc., VISIT FLORIDA, and CareerSource Florida)

Chair Popp asked if ex-officio members were on the call.

Dani DeStafney said Visit Florida had significant changes to budget and staffing. She said the agency’s legislative priorities will be to communicate how Visit Florida matters to partners and how it has contributed to local successes throughout the state. She added that the agency is in the throes of planning for their experience campaign, which will begin in mid-August and will continue until the end of October. Focus on experience seekers who come to Florida. She ended by saying she would enjoy seeing FFEAC members at the Governor’s Conference.



No other ex-officio members were present to give reports.

Public Comment

Chair Popp opened the floor for public comment. There was no comment.

Kevin Ambler announced that July 5 through 7 there will be a Halo Outpost Discovery in Orlando. He said this is a VR experience and anyone interested can get tickets online. Kevin said his son owns Falcons Creative Group, which is putting this on. Chair Popp encouraged those able to make it out.

Pamela Tuscany welcomed Kevin to the FFEAC. Said business is taking a turn thanks to the community. She said “The Right Stuff” will be focused on sustainability. She said she would like to put together sustainable package for productions.

Commissioner Welge said she will connect Pam’s team with Energy Florida regarding sustainability efforts. Pamela said she is open to any other resources that would help the production team for “The Right Stuff.” Chair Popp suggested someone from the show speak at the next FFEAC quarterly meeting.

**ADJOURN 12:00 PM.**