

# FY 2010 - 11 Adopted Budget and Multi-Year Capital Plan

## Film and Entertainment

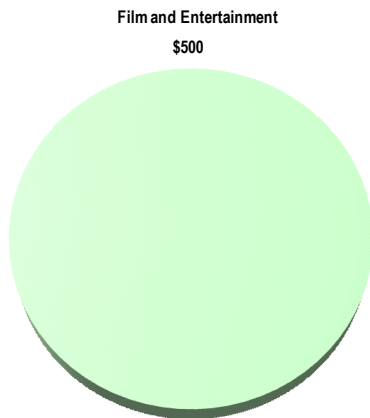
The Miami-Dade County Office of Film and Entertainment (Office) promotes industry expansion and economic growth by serving the film, television, music, commercial production, digital media, and still photography industries.

As part of the Economic Development strategic area, the Office markets Miami-Dade County as a filming destination and production center to the global production industry; in addition, the Office promotes industry expansion by attending industry trade shows and missions, hosting incoming industry groups, and advertising in select industry trade publications and through direct mail campaigns. The Office also provides one-stop permitting services for all County agencies and for many of Miami-Dade County's smaller cities under the brand identifier FilMiami, through a computer network that links the three largest film permitting offices (Miami, Miami Beach, and Miami-Dade County). This one-stop film permit site is designed to provide production clients access to a simplified film permit application process to facilitate a film-friendly production environment.

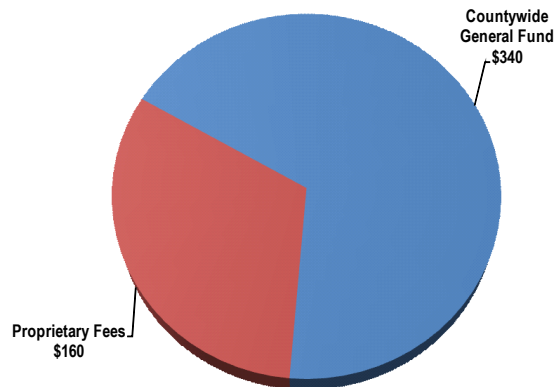
The Office of Film and Entertainment works closely with the Greater Miami Convention and Visitors Bureau, the Beacon Council, chambers of commerce, the cities of Hialeah, Miami, Miami Beach, North Miami, North Miami Beach, Sunny Isles, and the county's film and entertainment industry.

## FY 2010-11 Adopted Budget

**Expenditures by Activity**  
(dollars in thousands)



**Revenues by Source**  
(dollars in thousands)



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## TABLE OF ORGANIZATION

<b>FILM AND ENTERTAINMENT</b>		
<ul style="list-style-type: none"> <li>Represents and promotes Miami-Dade County to the global film and entertainment production industry; administers the film permit process</li> </ul>	<u>FY 09-10</u> 3	<u>FY 10-11</u> 3

## FINANCIAL SUMMARY

(dollars in thousands)	Actual FY 08-09	Budget FY 09-10	Adopted FY 10-11
<b>Revenue Summary</b>			
General Fund Countywide	499	293	340
Miscellaneous Revenues	78	91	80
Proprietary Fees	89	80	80
Total Revenues	666	464	500
<b>Operating Expenditures Summary</b>			
Salary	394	277	298
Fringe Benefits	103	55	70
Other Operating	169	130	130
Capital	0	2	2
Total Operating Expenditures	666	464	500

(dollars in thousands)	Total Funding		Total Positions	
Expenditure By Program	Budget FY 09-10	Adopted FY 10-11	Budget FY 09-10	Adopted FY 10-11
<b>Strategic Area: Economic Development</b>				
Film and Entertainment	464	500	3	3
Total Operating Expenditures	464	500	3	3

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### DIVISION: FILM AND ENTERTAINMENT

The division is responsible for formulating departmental policy and coordinating all departmental activities.

- Provides staff support for the Miami-Dade Film and Entertainment Advisory Board; disseminates information to the public and the media; provides administrative support including budget preparation, billing and collection of permit fees, procurement, and personnel
- Plans and executes marketing campaigns; sponsors industry related seminars, workshops, and events; hosts incoming industry missions and performs business matching services; conducts sales missions and participates in industry trade shows; responds to film and entertainment production business leads with location photos, crew and vendor referrals, accommodation information, and incentive materials
- Issues filming permits on behalf of County agencies, and smaller cities via inter-local agreements; coordinates filming logistics with City of Miami and Miami Beach film offices; provides production companies with liaison services and information regarding area filming locations and the logistics of filming in Miami-Dade County
- Analyzes and identifies strategic opportunities for film and entertainment industry growth; works with local public/private agencies (Beacon Council, chambers of commerce, Greater Miami Convention and Visitors Bureau) to promote industry growth opportunities; and represents the economic development interests of the film and entertainment production industries to local government to foster industry friendly policies

#### Strategic Plan Outcome - Measures

- ED1-1: Increased number of businesses and employment opportunities in higher-paying, targeted industries (priority outcome)

Objectives	Measures			FY 08-09		FY 09-10		FY 10-11
				Target	Actual	Target	Actual	Target
Increase the amount of film and television production in Miami-Dade County	Dollars spent locally by permitted production companies (in thousands)*	OC	↑	\$42,500	\$35,706	\$50,000	\$50,714	\$100,000
	Responses to business leads	OP	↔	275	250	175	222	250
Identify opportunities for film industry growth	Jobs created	OC	↑	13,750	17,438	15,750	16,801	12,650

\* In FY 2010-11, the dollars captured include both countywide and municipal permitting

- ED1-5: Identification of emerging targeted industries

Objectives	Measures			FY 08-09		FY 09-10		FY 10-11
				Target	Actual	Target	Actual	Target
Improve Miami-Dade County's position as a premiere film and entertainment location	Trade shows and sales missions undertaken	OP	↔	15	16	10	9	10
	Seminars, workshops, and networking events supported	OP	↔	12	31	12	20	12

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### BUDGET ENHANCEMENTS OR REDUCTIONS AND ADDITIONAL COMMENTS

- In FY 2009-10, in support of the County's sustainability program, the Office implemented an electronic signature feature for permits, continues to encourage e-mail insurance certification and electronic storage, and continues to promote a "sustainable production" information campaign
- The FY 2010-11 Adopted Budget includes \$75,000 from the Greater Miami Convention and Visitors Bureau, \$2,500 from the City of Miami, and \$2,500 from the City of Miami Beach
- In FY 2010-11, the Office will continue to work with local Hispanic media companies and organizations to enhance growth opportunities for production and distribution
- In FY 2010-11, the Office of Film and Entertainment will continue to pursue interlocal film permitting agreements with municipalities throughout the County, in order to expedite production within all jurisdictions in Miami-Dade and provide a more unified "one-stop" permitting process
- The Office of Film and Entertainment will continue to implement its global business development plan in FY 2010-11, focusing on U.S., European, and Latin American film and television and adding a new emphasis on new media and music industry opportunities; with limited marketing resources, the Office will target high impact conferences, festivals, and expo's to maximize the return on its marketing program
- The Office of Film and Entertainment will partner with the Greater Miami Convention and Visitors Bureau in November 2010 on "Miami Music Live" – a month long promotion of the area's live music industry culminating with the 2nd Annual Miami Music Festival
- In January 2011, the National Association of Television Programmers and Executives (NATPE), the largest television marketing organization in America, will move its annual convention to Miami Beach, creating a long sought creative content marketplace in Miami-Dade County; the Office of Film and Entertainment will provide marketing and advisory support working in conjunction with the Greater Miami Convention and Visitors Bureau, the State of Florida, and local municipalities
- In FY 2010-11, the Office of Film and Entertainment will continue working with the Digital Media Alliance South Florida chapter and other groups to offer networking and technical assistance workshops for this emerging industry segment and further expand into social networking sites to reach its client base and drive transactions to the FilMiami website, which has had a 45 percent increase in visitor traffic since its refurbishment in February 2009
- In FY 2010-11, the Office will continue to work with the Miami-Dade County Film and Entertainment Advisory Board to further their goals of enhancing all segments of the entertainment industry in Miami-Dade County

### Department Operational Unmet Needs

Description	(dollars in thousands)		Positions
	Startup Costs/ Non Recurring Costs	Recurring Costs	
Hire one marketing outreach position to effectively market and promote Miami-Dade County to the film and entertainment industry	\$2	\$114	1
<b>Total</b>	<b>\$2</b>	<b>\$114</b>	<b>1</b>