OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 11(A)(10)

TO: Honorable Chairwoman Rebeca Sosa and Members, Board of County Commissioners

DATE: November 5, 2014

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Resolution directing the County Mayor to prepare a report regarding the feasibility of Miami-Dade County providing additional local film, television and other entertainment incentives and services

Resolution No. R-1002-14

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Sally A. Heyman.

R. A. Cuevas, Jr.
County Attorney

RAC/lmp

/

MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: November 5, 2014

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(10)

Please note any items checked.

_____ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Ordinance creating a new board requires detailed County Mayor's report for public hearing**

_____ **No committee review**

_____ **Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve**

_____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(10)
11-5-14

RESOLUTION NO. R-1002-14

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO PREPARE A REPORT REGARDING THE FEASIBILITY OF MIAMI-DADE COUNTY PROVIDING ADDITIONAL LOCAL FILM, TELEVISION AND OTHER ENTERTAINMENT INCENTIVES AND SERVICES

WHEREAS, in recent years, numerous film, television, commercial, music video and still shoot productions have showcased Miami-Dade County to the world, including films such as *Pain and Gain, Ironman 3, Step Up 4 and Rock of Ages*, and television series such as *Burn Notice, Magic City, The Glades* and *Graceland*; and

WHEREAS, in addition, over 100 television commercials have been permitted to film in Miami-Dade County since October 1, 2012, including commercials for Nike, Fiat, Porsche and Lamborghini; and

WHEREAS, Miami-Dade County is home to significant and numerous Spanish-language television productions by Telemundo, Univision and Venevision, among others; and

WHEREAS, Miami-Dade County currently has a significant film, television and entertainment production presence, including:

- 2,400 motion picture, video and support services;
- 214 production companies;
- 18 sound stages;
- 126 Post Production Companies;
- More than 30 cable networks;
- More than 200 advertising agencies;
- 20 recording studios; and

- A Telenovela Production and Distribution Center; and

WHEREAS, during the 2010 legislative session, the Florida Legislature enacted Chapter No. 2010-147, Laws of Florida (SB 1752), which created the Florida Entertainment Industry Financial Incentive Program ("Program") that offered initially $242 million in tax credits to qualifying film, television and other entertainment industry projects to attract business to, and create jobs in, the State of Florida over a period of six years; and

WHEREAS, the Program was a significant success, and the Florida Legislature added an additional $12 million in funding during the 2011 session, and an additional $42 million during the 2012 session, for a total of $296 million; and

WHEREAS, the amount of direct spending in Miami-Dade County by the entertainment industry increased by approximately $500 million during the four-year period in which the Program was funded by the Florida Legislature; and

WHEREAS, by early 2013, however, all of the state tax credits under the Program, totaling the entire $296 million, had been claimed, and the Florida Legislature has not added funding to the Program in the last two years; and

WHEREAS, at the present time, there are no state tax credits available to attract new film, television and entertainment projects to Miami-Dade County and the State of Florida, other than tax credits that might be returned by projects that initially reserved credits, but ended up not going forward; and

WHEREAS, direct spending by the entertainment industry in Miami-Dade County has decreased by over 50 percent this year as a result of the lack of film incentives, and is anticipated

- A Telenovela Production and Distribution Center; and

WHEREAS, during the 2010 legislative session, the Florida Legislature enacted Chapter No. 2010-147, Laws of Florida (SB 1752), which created the Florida Entertainment Industry Financial Incentive Program ("Program") that offered initially $242 million in tax credits to qualifying film, television and other entertainment industry projects to attract business to, and create jobs in, the State of Florida over a period of six years; and

WHEREAS, the Program was a significant success, and the Florida Legislature added an additional $12 million in funding during the 2011 session, and an additional $42 million during the 2012 session, for a total of $296 million; and

WHEREAS, the amount of direct spending in Miami-Dade County by the entertainment industry increased by approximately $500 million during the four-year period in which the Program was funded by the Florida Legislature; and

WHEREAS, by early 2013, however, all of the state tax credits under the Program, totaling the entire $296 million, had been claimed, and the Florida Legislature has not added funding to the Program in the last two years; and

WHEREAS, at the present time, there are no state tax credits available to attract new film, television and entertainment projects to Miami-Dade County and the State of Florida, other than tax credits that might be returned by projects that initially reserved credits, but ended up not going forward; and

WHEREAS, direct spending by the entertainment industry in Miami-Dade County has decreased by over 50 percent this year as a result of the lack of film incentives, and is anticipated

Section 1. Directs the County Mayor or Mayor's designee to prepare a report regarding the feasibility of Miami-Dade County providing additional local film, television and other entertainment incentives and services, including, but not be limited to, identifying:

1. The local film, television and other entertainment incentives and services Miami-Dade County currently provides;
2. The local film, television and other entertainment incentives and services other counties and cities within the State of Florida currently provide; and
3. The local film, television and other entertainment incentives and services that similarly-situated other counties and cities outside the State of Florida currently provide.

Section 2. Further directs the County Mayor or Mayor's designee, in the report, to set forth a plan and options for additional film, television and other entertainment incentives and services Miami-Dade County could provide as part of the effort to retain in and attract to Miami-Dade County film, television and other entertainment productions. Such plan and options shall include the costs associated with such enhanced incentives and services, as well as estimates of the return on investment to the Miami-Dade County economy.

Section 3. Directs the County Mayor or Mayor's designee to provide the report to this Board within sixty (60) days of the effective date of this resolution and place the completed report on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Commissioner Sally A. Heyman. It was offered by Commissioner **Sally A. Heyman**, who moved its adoption. The motion was seconded by Commissioner **Lynda Bell** and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman			**aye**
Lynda Bell, Vice Chair			**aye**
Bruno A. Barreiro	**aye**	Esteban L. Bovo, Jr.	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Jean Monestime	**aye**	Dennis C. Moss	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**aye**
Juan C. Zapata	**aye**		

The Chairperson thereupon declared the resolution duly passed and adopted this 5th day of November, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. JMM

Jess M. McCarty