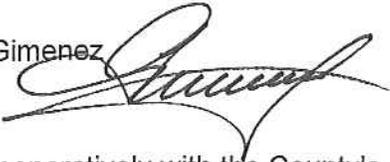


Memorandum



Date: May 25, 2012

To: Department Directors

From: Carlos A. Gimenez
Mayor 

Subject: Working Cooperatively with the County's Office of Film and Entertainment

The Film and Entertainment Industry (Industry) infuses millions of dollars into our local economy yearly that creates thousands of jobs and stimulates hundreds of local businesses. In addition to their contributions to Miami-Dade County's economic prosperity, this Industry helps promote a positive community image around the world that cannot be quantified.

The Office of Film & Entertainment (F&E) plays a vital role in serving the needs of their Industry to create a welcoming environment for production shoots in Miami-Dade County. The primary roles of F&E are two-fold. For example: when film and photo shoots come to our area, F&E coordinates communication between the production companies and County departments to issue film permits. This can be a complex and time consuming process depending on the scope of the production. The success of a project can often depend on F&E's ability to issue a permit within a production company's stringent time schedule. It is essential that County departments work cooperatively with F&E to accommodate the needs of production companies to the best of their ability. Providing first-rate customer service to Industry clients returning to Miami-Dade will distinguish us from other competitive worldwide markets. The other function is, marketing Miami-Dade County as a premier film destination. It takes constant marketing efforts to keep Miami-Dade in the forefront of producers, directors, ad agencies, and studios. Although Miami is known around the world for its sunny beaches and beautiful landscapes, we face increasing competition from similar locations in the U.S. and abroad. In addition to the various marketing efforts, F&E has compiled an extensive database of locations throughout Miami-Dade County to assist production companies in finding prime project locations. As part of their overall marketing efforts, F&E offers expert advice to production companies looking for unique and unusual locations within the County, in addition to promoting Miami-Dade County owned properties.

I am relying on the support and professionalism of all County departments to insure Miami-Dade is the Industry's favorite place for film and entertainment, and want to recognize the important role of F&E in serving an industry that contributes to the economic prosperity of this community. Because of the nature of the film/photo industry, last minute requests are likely, therefore I am counting on you to recognize the industry process and accommodate whenever possible. It is critical for F&E to effectively interface with departments in order to assist filmmakers in making their experience pleasant and seamless. I am requesting your continued cooperation and support to F&E in this process.

c: R. A. Cuevas, Jr., County Attorney
Office of the Mayor Senior Staff
Charles Anderson, Commission Auditor
Mario E. Goderich, Assistant Director, Economic Enhancement/RER
Dimitros Nares, Assistant Director, Economic Development International Trade/RER
Sandy Lighterman, Office of Film and Entertainment