

Memorandum



Date: ~~December 30, 2013~~ December 30, 2013
To: Honorable Harvey Ruvin
Clerk of Courts
From: Carlos A. Gimenez
Mayor 
Subject: Appointment to the Film and Entertainment Advisory Board

Pursuant to the authority vested in me under the provisions of the Film and Entertainment Advisory Board Ordinance. I am pleased to appoint Jaie Laplante to serve a four-year term on the Film and Entertainment Advisory Board as my representative.

Jaie Laplante
10610 NE 11 Court
Miami, FL 33138
305-788-3669
jaieinmiami@netscape.net

I am confident that Mr. Laplante will continue to work together with the Film and Entertainment Advisory Board in making Miami-Dade County a world-class filming destination.

Should you have any questions or require further information, please contact me at 305-375-1880

c: Jack Osterholt, Deputy Mayor/Director, Department of Regulatory and Economic Resources (RER)
Josh Gelfman, Deputy Director, Economic Development, RER
Sandy Lighterman, Film and Entertainment Commissioner, RER
Kevin Sharpley, Chairman, Film and Entertainment Advisory Board

**SHORT BIOGRAPHY:
JAIE LAPLANTE, EXECUTIVE DIRECTOR,
MIAMI INTERNATIONAL FILM FESTIVAL**

Jaie Laplante is currently the Director of the Miami International Film Festival. He studied film at York University in Toronto, Canada. He has shaped and directed Miami International Film Festival (MIFF) for Miami Dade College since the 28th annual edition in 2011, and also oversees MDC's Tower Theater. Laplante is a native of Canada who has been a member of the Miami cultural community since 1998. He has a variety of experience working as a programmer, screenwriter, actor and event producer. He has worked on films with American independent directors Gregg Araki (The Doom Generation, 1995) and also co-wrote the screenplay for John Palmer's Sugar, nominated for a 2004 "Genie" (Canadian Academy Award).

Under Laplante's leadership, MIFF has introduced new programs and expanded its relationship with many veteran sponsors, including the James L. and John S. Knight Foundation, which this past season renewed its commitment to the Festival through 2018. At MIFF, he has produced formal tributes to Oscar winning directors Susanne Bier, Fernando Trueba and Oscar nominated filmmaker Lasse Hallstrom. He has also attracted much celebrity participation and accumulated over 12 billion tracked media impressions during his first 3 seasons at MIFF.

Previously, Laplante was director of Tower Theater Miami for Miami Dade College from 2011-2013; program director for Miami Short Film Festival 2008 – 2009; consulting director for New York City Wine & Food Festival from 2008-2010; and associate director of South Beach Wine & Food Festival from 2006-2010. He holds a B.F.A. from York University, Toronto, Canada.

Jaie Laplante

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Professional Summary:

An innovative, driven, results-oriented professional with consistent success in cultural business superintendence, programming, senior administration, creative communication and infrastructure building. Strong written and spoken language skills combined with an extensive background in production, event programming and management. Particular expertise on the intersection of the artistic and creative impulse with responsible revenue management in a capacity building framework.

Areas of Expertise:

Film. Staging & Timing. Emotion-centered, humanistic curatorial vision. Visual display. Budgeting and scheduling. Copy editing and internet marketing. Production, personnel and vendor management. Motivational influence. Fiscal prudence. Crisis aversion and crisis management.

Experience:

EXECUTIVE DIRECTOR (2010 - CURRENT), MIAMI INTERNATIONAL FILM FESTIVAL, MIAMI FL

- Superintendence of the artistic, budget, staffing and administrative operations of the Festival (established 1984), the U.S.'s premiere showcase for Ibero-american cinema.
- Collaborates and participates as the leader with the programmers in balancing the artistic initiatives of the Festival with financial realities.
- Deliverance of 28th, 29th and 30th annual Festivals (March 2011, March 2012 and March 2013) with record box office receipts and within budget, demonstrating sound financial management of the organization by prudently managing the organizations resources.
- Develops the Festival's annual budget while ensuring all financial compliance and reporting activities are carried out according to current laws and College standards.
- Manages and facilitates all logistic and production functions for the Festival (i.e. technical coordination, transportation, lodging, communications and venues).
- Works with staff in creating and implementing strategic plans for the organization.
- Collaborates and participates as the leader with the programmers in balancing the artistic initiatives of the Festival with financial realities.
- Participates with staff in fundraising, membership, corporate sponsorships, government and foundation grants cultivation/solicitation opportunities, and spearheading effects to solicit increased funding for the MIFF.
- Serves as a spokesperson for organization.
- Oversees all public relations, press, marketing and advertising strategies.
- Assumes responsibility for the management of the human resources of the organization.
- Hires and manages all organizational personnel, including development, financial and operational staff.

FESTIVAL DIRECTOR (2010) / ASSOCIATE DIRECTION (2006-2009), FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL, MIAMI FL

- Superintendence of the operations of one of the nation's largest wine & food events (established 2001), a key auxiliary unit of Florida International University and major funder to the School of Hospitality & Tourism Management at FIU. Includes management of a diverse set of programs, not limited to the following: sponsorships, student volunteer, exhibitor/restaurant/supplier programs, vendor management, logistics, programming, marketing, public relations, ticketing, guest hospitality.
- Leads Festival team comprised of 8 full time staff as well as 30-40 key consultants/independent contractors, faculty and student associates to achieve superior event quality, media impressions counting in multi-billions, surpass projected fiscal deliverables, and build positive community standing.
- Create and execute a detailed timeline for all aspects of the Festival's programming and related functions, working from 18 to 24 months in advance. Work closing with the Dean of FIU's School of Hospitality & Tourism Management, and the Dean's leadership team, faculty and students in fulfilling the mission and purpose of the Festival's intersection with FIU's goals.
- Implementing a strategic multi-media marketing plan for the Festival to promote the mission, programs and organization with the result of increased ticket sale revenues, sponsorship maximization and national exposure. Continuous evaluation of results and revisions of plan attenuated to the nuances of market shifts.
- Management of a significant, multi-faceted annual budget ranging from \$7.5 - \$8 million, including: guiding staff/consultants in creating detailed budgets by event with project timelines; managing changes, additions and deletions of static budgetary items in a dynamic forecasting environment; considering medium to long term implications of current financial commitments; ensuring Purchasing compliance as it relates to FIU/State of Florida policy and procedure; establishing and reviewing accountability metrics for performance by functional area.
- Enhancing the Festival's profile nationally, internationally and locally by promoting the organization to the broader community; facilitating new strategic collaborations. Serving as a liaison with other FIU departments, individuals and groups. Performing other duties as needed to ensure legal compliance and best practices in nonprofit organizational administration.

CONSULTING DIRECTOR, FOOD NETWORK NEW YORK CITY WINE & FOOD FESTIVAL, NEW YORK CITY NY 2008-2010

- Executive oversight of production team employed to create 'sister' Festival to the South Beach Wine & Food Festival (SBWFF). Navigation of event and program structure to ensure SBWFF successful styles were preserved while embracing the unique and diverse cultural traditions of Manhattan. The NYCWFF was established in 2008 and has annually raised more than \$1 million for the Festival's beneficiaries, Food Bank For New York City and Share Our Strength.
- Management of the sponsorship program, including: development of sponsorship guidelines, custom packages and pricing; cultivation of long-term sponsors and of new prospects through attentive contact, focusing on need identification and resolution; develop and direct all activation programs as well as

supervising fulfillment and implementation of direct and indirect sponsorship benefits and production details (pre-event, on-site and post-event); prospecting, negotiating and closing deals with national corporations, local businesses, venues and other organizations interested in achieving marketing goals through a strategic alliance with the Festival.

PROGRAM DIRECTOR, MIAMI SHORT FILM FESTIVAL, MIAMI FL 2008-2010

- Curation of a program for annual 8-day international film festival focused on the short art form (30 minutes or less). Annually screening of between 400-500 entries for the final selection of 70-80 films from approximately 20-25 countries, screened in themed programs.
- Directed annual solicitation process, prospecting and searching out the globe's best new short film work in festivals from Cannes, Palm Springs and Toronto. Invitation of all programmed films and filmmakers to Miami. Wrote program copy and oversaw production of annual Festival program.
- Introduced all screenings and films during the annual Festival and directs interactive question/answer conversations between filmmakers and audiences.
- Oversees jury process for selection of multiple award categories.

FESTIVAL CO-DIRECTOR (2004-2006)/FESTIVAL MANAGER (2001-2003), MIAMI GAY & LESBIAN FILM FESTIVAL, MIAMI FL 2004-2006

- Lead management on annual 10-day niche cultural event from institution's sixth year to its eighth year. Took reins of the organization at a time when it was over \$200K in debt and about to close and brought organization into the black with comfortable cash reserves within 18 months.
- Innovative programming and program structure that included bringing celebrated filmmakers such as Gregg Araki, Melvil Poupaud, John Greyson to Miami to present area premieres. Worked with U.S. distributors such as Sony Pictures Classics, Focus Features, Strand Releasing; foreign sales agents and directly with filmmakers to program emerging and critical international and U.S. films. Annually attended and programmed works from Sundance Film Festival and Toronto International Film Festival, among many others.
- Master of ceremonies of Gala presentations; directed interactive question/answer conversations between filmmakers and audiences; hosted and led a variety of issue-driven seminars. Oversaw filmmaker and industry personnel invitations and hospitality.
- Fundraising through corporate development, foundation & governmental grant solicitations, and individual donors. Creating budgets, managing cash flow projections and pro-active decision making on budget variances. Analysis of workforce, organizational restructuring concurrent with changing needs and resources, realignment of current staff job duties to integrate with new or downsized staff, as warranted.
- Establishment and strengthening of infrastructure development, planning of human resources movement, staging, timing, managing of celebrity appearances, entertainment, oversight of independent contractors. Public spokesperson and superintendence of mass and multi-platform marketing plans, including production of branding, promotional materials, website supervision and design of annual media communications plan. Strategizing community alliances and relations.

CO-SCREENWRITER, *SUGAR*, TORONTO CANADA 2000 (FILM RELEASED IN 2004)

- Adapted Toronto writer Bruce La Bruce short stories into a Feature film produced by John Buchan, Toronto, starring Brendan Fehr. Distributed worldwide by THINKFilm and on home video in the U.S. by TLA Releasing.
- Nominated for 2005 Genie (Academy of Canadian Cinema & Television), for Best Adapted Screenplay.

PROJECT MANAGER, THE ALTON ROAD NURSERIES, MIAMI BEACH, FL 1998-2001 TORONTO CANADA 1996 -1998

- Managed procurement of decor elements for both interior and exterior design projects; planned installations and visual concepts for large scale designs.

EVENT MANAGER, AVENUE EVENT MANAGEMENT, TORONTO CANADA 1996 -1998

- Large-scale entertainment direction and staging. Organized street marketing events, concert sponsorships, parade, on/off premise remotes, store inaugurations, corporate openings, award shows.

Education:

- York University, Toronto, Canada — Bachelor of Fine Arts (Film Production), 1992.

Additional Noteworthy:

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- Grand Jury member (Short Film Competition), Miami International Film Festival, 2010
- Jury member (All categories), Miami Gay & Lesbian Film Festival, 2006-2010
- Panelist, Miami-Dade County Department of Cultural Affairs, Community Grants Panel, 2006-2007
- Panelist, State of Florida Department of State, Cultural Affairs Division, Media Grants Panel, 2007

Referrals:

Available upon request.