



“Gateway Miami”

International and Regional Film Hub

**A NEW PROPOSAL DEVELOPED
THROUGH A PARTNERSHIP OF THE**

**CITY OF MIAMI, OFFICE OF FILMS, CAMACOL
AND MIAMI STRATEGIC MANAGEMENT, INC.**

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Introduction: Each year, as a direct result of a Florida State “Entertainment Industry Financial Incentive Program”, the City of Miami and the entire South Florida regional economy benefits from the creation of jobs, the purchase of goods and services, and other benefits, including increased publicity and media exposure (when these films are distributed), resulting in increased tourism, etc.:

“The Entertainment Industry Financial Incentive Program is created within the Office of Film and Entertainment (OFE). The purpose of this program is to encourage the use of this state as a site for filming, for the digital production of films, and to develop and sustain the workforce and infrastructure for film, digital media, and entertainment production.”¹

Hundreds of entertainment production companies contact the City of Miami every year, and they are encouraged to apply for this program – and then a measurable increase in jobs and economic activity follows. Word of Florida’s incentive program has spread through film and television trade papers, and this has brought productions to Miami, which might have considered going elsewhere, to competitor cities and regions.

Meanwhile, reports from entertainment trade unions and their members, vendors and Miami businesses have been favorable, as these industry stakeholders have directly benefited from the incentive program. Unfortunately, the program has an annual cap, and when this cap is exhausted, production companies go elsewhere, and then the jobs and services evaporate in Miami. Studies are currently being conducted to give support to lobbying efforts to raise the incentive cap, but meanwhile, we are proposing an innovative plan to “work-around” the limitations of the incentive cap and to stimulate international co-production shoots in Miami, even after the annual state incentive money has run out.

Beyond FL Tax Incentive Scheme: When the state incentive money runs out, this is a plan to leverage funds from other partner regions, to the benefit of Miami’s local industry and to our partners, as well as of benefit to production companies looking for a mix of regional shooting locations, but who don’t have the financial support for their co-production projects.

Miami as ‘Ambassador’ for our Partner Regions: Miami is already a diplomatic center, having numerous national consulates located in the City of Miami. Miami boasts the largest concentration of international banks in America, and is home to many corporations, including as Latin American headquarters for over 1,400 multinational companies. Our worldwide recognition as a business and tourism destination is second to none – and we are dedicated to use leverage this strong ‘brand’ appeal to help our regional partners.

How this plan would work: In a nutshell, the idea behind this plan is to exploit and leverage the influence and contacts enjoyed by the City of Miami, as an economic “Gateway” to the region. When the Florida State Incentive money runs out each year, the number of productions drops, and there is a corresponding drop in jobs and economic activity.

Meanwhile, many of our partner regions have incentive money that is going untapped each year. We propose to enter into ‘cooperative agreements’ with each region, in order

¹ <http://www.filminflorida.com/ifi/incentives.asp>

to exploit this unused incentive money, and to bring work and jobs to Miami as well as to our partner regions.

To do this, as part of our pact with each partner, we would refer productions to them, with the agreement that a minimum spend (20%, for example) would have to be spent in the City of Miami, whether in direct production/shoot budget purchases or salaries to city residents, or through purchases of goods and services, including leased equipment (which could then be taken abroad to our partner regions).

Once a project becomes part of our agreement, they would divide their overall budget between their home region, with Miami, and with our partner region. Our partner region would agree under this plan to grant 100% of their incentive benefits to qualifying production projects. For example, if a British (UK) film or television project wanted to shoot in one of our partner regions, then the break-down might look like this:

20% of spend in the UK
20% of spend in the City of Miami
60% of spend in partner region

In the example above, a British project would enjoy full incentive benefits in a partner region, while only spending 60% of their total production budget there. This would serve to draw projects to our partner regions, which otherwise would not have an incentive to shoot there.

Each entertainment production that participates would agree to give screen credits for their home region, for the City of Miami and for the partner region. We propose to launch this innovative job creation program initially to our long-term regional partners, and also to key regional media market partners in Europe and elsewhere. The planned launch for this plan is within 2013, and through ensuing years.

Miami as the “Gateway” hold the key to success: The City of Miami holds enormous attraction and influence to production companies coming to the region, and is respected for being the expert “Gateway” to the region, including the Caribbean and Latin America. The City of Miami has a long history of aggressively pursuing ‘cooperative agreements’ and economic links with ‘Sister Cities’ and other partner regions. The City of Miami “Sister Cities” include: ²

- 1) [City of Provincia di Asti](#)
- 2) [Santo Domingo, Dominican Republic](#)
- 3) [City of Prague](#)
- 4) [City of Veracruz](#)
- 5) [City of San Jose](#)
- 6) [City of Monagas \(State of\)](#)
- 7) [City of Sao Paulo](#)
- 8) [City of Pucallpa](#)

² Source: <http://www.sister-cities.org/interactive-map/Miami,%20Florida>

- 9) City of Santa Cruz
- 10) Asuncion. Paraguay
- 11) City of Maldonado
- 12) City of Cayman Islands
- 13) City of Kingston
- 14) City of Petit Goave
- 15) Cabildo de Tenerife, Spain
- 16) Stockholm County
- 17) City of Pereira
- 18) City of Turks and Caicos Islands
- 19) City of Mendoza
- 20) City of Iquique
- 21) City of Saint Kitts Nevis
- 22) City of Lamentin

FAQ / Frequently Asked Questions about this proposed plan:

Would this plan attract jobs away from Miami to other regions? No! In fact, quite the opposite – when the state incentive funds run out, many industry workers and professionals are forced to go out-of-town to find work – this brings productions back to our city and to our region -- this plan brings production jobs and projects to Miami that otherwise would not have come to our region.

Would every ‘cooperative agreement’ be identical? No! Every deal of each project participating in the program will be unique – as long as the minimum agreed amount of money is spent in Miami.

Many of our partner regions have their own film commission and retained public relation agencies to do this work, so why would they want to have a ‘cooperative agreement’ with the City of Miami? It is true that many of our partner regions have dynamic and active film offices and supporting agencies, but none of their efforts come close to the international brand appeal of the City of Miami, and as such, they can only benefit by supplementing their current economic development plans with our program. This admittedly allows the City of Miami to operate as a *de facto* “Quasi-film office for Partner regions, etc.” because Miami gets so many project inquiries per year, we can do what their own PR firms can’t do for these small, Latin American and Caribbean countries, as well as European regions.

What are the key elements of the plan? Most of all, remember that this program will result in new Film and television project referrals by Miami to our partner countries – local and international – asking for a 20% spend in Miami, then referring project on to our partners – and the *quid pro quo* would be that partner then gives ‘maximum’ incentive status to projects referred to them by Miami.

The hundreds of production companies which make inquiries with the City of Miami each year, would not otherwise be considering shooting in our partner regions

- In this regard, Miami is the expert and gateway ‘hub’ to refer our production contacts to locations and facilities in our partner regions

- We believe this 'mix' of budget spend is complimented with the advantage of getting FULL incentive status with our partner regions, and could bring many new jobs and project to Miami and then to our partner regions
- Look at it this way, if the projects are referred to our partner regions, they have to give up 20% of income to Miami as a referral fee, but these projects wouldn't otherwise be coming to our partner regions, so 20% of nothing is still nothing
- Meaning that getting referrals from Miami is a 'win-win' for Miami, for our partner regions and most importantly, for the international productions we attract to this part of the world with our universally famous brand of 'Miami'.

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