

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: The Professional Staff of the Committee on Commerce and Tourism

BILL: SR 1808

INTRODUCER: Senator Taddeo

SUBJECT: Film and Television Production

DATE: March 22, 2019

REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Reeve	McKay	CM	Favorable
2.			RC	

I. Summary:

SR 1808 recognizes the value of film and television production as an economic driver and creator of high-wage jobs. The resolution encourages the continuing collaboration of public- and private-sector efforts in program and partnership development, and encourages the Florida Office of Film and Entertainment’s collaborative programs and partnerships for national and international marketing.

Legislative resolutions have no force of law and are not subject to the approval or veto powers of the Governor.

II. Present Situation:

Florida has a rich history in the motion picture industry, dating back to the winter headquarters opened in North Florida by film studios in the early 20th century

Industry Incentives

The state did not have an official mechanism to encourage the development of the industry until the creation of the Office of Film and Entertainment (Office) within the Department of Economic Opportunity in 1999. The Office is tasked with promoting film, television, and digital media production through facilitating access to filming locations, serving as a liaison between the film industry and government entities, administering economic incentives, and marketing the state as a premier production center.

The Office administers the Entertainment Industry Sales Tax Exemption Program, which offers tax exemptions to companies that create qualified productions in Florida. The office approved 954 applications for the sales tax exemption during Fiscal Year 2017-2018, resulting in an

estimated 32,000 Florida jobs and \$1 billion in Florida expenditures.¹ Several local governments, including Miami-Dade and Hillsborough Counties, provide production incentives in the form of grants and rebates.

Tourism

As one of Florida's main economic drivers, the tourism industry has capitalized on the many well-known films and television shows the state has provided a backdrop for. Tourism spurred by the entertainment industry encourages tourists to visit production sets and associated amusement activities in destinations they might not otherwise be drawn to; visitors also participate in film tourism activities while at particular destinations as a result of entertainment marketing efforts. Though no official state studies have been conducted, the Motion Picture Association of America estimated that at least 4.4 million of Florida's visitors in 2013 can be attributed to film induced tourism.²

Film Schools

Florida has numerous film schools; two of the schools, the Ringling College of Art and Design Film Department and the Florida State University College of Motion Picture Arts, consistently rank among the top film schools in the nation.³ Previous state incentive programs included provisions that would ensure entertainment projects employed graduates of Florida's film schools and made use of schools' production facilities.

III. Effect of Proposed Changes:

SR 1808 recognizes the value of film and television production as an economic driver and creator of high-wage jobs. The resolution encourages the continuing collaboration of public- and private-sector efforts in program and partnership development, and encourages the Florida Office of Film and Entertainment's collaborative programs and partnerships for national and international marketing.

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IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

¹ Florida Office of Film and Entertainment, *Fiscal Year 2017-2018 Annual Report* (2018), available at https://filminflorida.com/wp-content/uploads/2018/11/Office-of-Film-and-Entertainment-Annual-Report-FY-2017-2018_FINAL.pdf.

² Motion Picture Association of America, *Economic and Social Impacts of the Florida Film and Entertainment Industry Financial Incentive Program* (2013), available at <https://www.mpa.org/wp-content/uploads/2014/01/Economic-and-Social-Impacts-of-the-Florida-Film-and-Entertainment-Industry-Financial-Incentive-Program.pdf>.

³ *The Top 25 American Film Schools*, The Hollywood Reporter (Aug. 2018), <https://www.hollywoodreporter.com/lists/top-25-american-film-schools-ranked-1134785/item/2018-top-25-film-schools-florida-state-university-1134838> (last visited March 22, 2019).

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

D. State Tax or Fee Increases:

None.

E. Other Constitutional Issues:

None.

V. Fiscal Impact Statement:**A. Tax/Fee Issues:**

None.

B. Private Sector Impact:

None.

C. Government Sector Impact:

None.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Statutes Affected:

None.

IX. Additional Information:**A. Committee Substitute – Statement of Changes:**

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

B. Amendments:

None.

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.
