



Florida Film Production Coalition Inc.

March 13, 2010

AN OPEN LETTER TO THE FLORIDA FILM, TELEVISION, AND DIGITAL MEDIA INDUSTRIES REGARDING HB 697

Florida legislators are working to create and institute legislation to provide a consistent and competitive film, TV, and digital media tax credit designed to generate jobs within these industries and stimulate economic recovery throughout the state of Florida.

The proposed House Bill 697, The Entertainment Industry Economic Development Act, as introduced by Rep. Steve Precourt (R-41), provides a 20% tax credit. The bill also contains provision for two additional 5% bonuses for productions that are considered "family friendly" and or are filmed "off season" from June 1 through November 31.

We support the primary intent of the legislation. However, language referencing "non-traditional family values" within the "family friendly" bonus has drawn unnecessary controversy to what is a much-needed economic stimulus bill. The Florida Film Production Coalition believes that the intent of this bill would be better served if such language were removed and replaced with new language that better defines the meaning of the term "family friendly".

We have confidence that bill sponsors and leadership will continue to work toward a satisfactory resolution of this issue so that we can all move forward with legislation that will serve the people of Florida with economic recovery.

"Attracting production to individual states is highly competitive," said Maria Chavez, Executive Director of the Florida Film Production Coalition. "Florida is known to have qualified and talented professional crews, but it's a dollars and cents issue. Productions are flocking to places that offer advantages that immediately affect their bottom line. Film production is big business. An effective tax credit is needed to bring that business to Florida."

The FFPC is a pro-active voice and advocate in supporting and creating initiatives and infrastructure for the Film and Entertainment Industry throughout the State of Florida. For more information, please go to our web site: www.ffpcoalition.com