



Florida Film Production Coalition Inc.

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Together We Can Make A Difference!

For Immediate Release:

## Film & Tourism Meet for Breakfast

On Wednesday, October 21, 2009 at 10:00AM, the FFPC hosts a discussion on the impact of film production, both directly and indirectly, on the tourism industry over complimentary continental breakfast. The breakfast takes place at Ice Palace Studios Lobby located at 59 NW 14 Street (Miami, FL 33136).

The main subjects covered are the parallel of Film Production and Tourism and the impact of Film Production on Tourism and the "Miami" brand. The economics of Film & Tourism is central to the theme. Learn the process of how projects choose Greater Miami & the Beaches as a location and the resulting overall impact to the area.

As well, see how the Film and Tourism industries can benefit from Florida tax credit financial incentives to the Film Industry. Other states with greater tax credits are luring business to their areas and away from Florida. The lost exposure and economic impact is costing Florida substantially.

Directly, the industry utilizes hotels, vehicle rental, restaurants, and travel. Indirectly, the exposure provided by the resulting broadcast material is invaluable to our community. This especially relates to brand recognition for Miami-Dade County, Greater Miami, and the renaissance of Miami Beach.

The Film Florida Production Coalition is a not-for-profit coalition of companies and individuals who are active in the state's Film and Entertainment. The FFPC is a grass roots movement, founded in August 2008, to unite the Film Industry. A main objective is to create a strong voice in support of much needed economic incentives to attract filming to the State of Florida Industries and welcomes all support.

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