

FLORIDA BUSINESS BRIEFS

● ENTERTAINMENT

'BURN NOTICE' STAR LOBBIES IN TALLAHASSEE

Jeffrey Donovan, star of USA Network's top-rated show *Burn Notice*, was at the state Capitol in Tallahassee to lobby for more state film incentives and to help announce the new Film, Entertainment and Television legislative caucus.

Flanked by about a dozen lawmakers and state Film Commissioner Lucia Fishburne on the Fourth Floor

Rotunda, Donovan relayed one example of how his show pumps up South Florida's economy.

While filming an episode in the second season, the film crew befriended a flower vendor near Hialeah. The next season, a writer for the show crafted an episode around a similar flower vendor and the show paid \$10,000 to rent out his shop for a day.

"The impact locally was, for this gentleman, enormous," Donovan said.

Fishburne said *Burn Notice* has paid more than \$28.4 million in Florida wages and is responsible for booking more than 7,000 hotel room nights.

Of the \$10.8 million incentive budget in the current fiscal year, the TV show will receive \$5.2 million.

— LEE LOGAN

HERALD/TIMES TALLAHASSEE BUREAU