

Association of Independent Commercial Producers
Comments before the Southeast Region Legislative Forum
Miami-Dade College
August 6, 2013

Region specific data

- Florida is a top 4 domestic destination for commercial producers; representing 4% of domestic production in 2012; a level that has remained fairly consistent since the state's incentive program was established 8 years ago.
- Prior to the tax credit, Florida represented approximately 2% of the total domestic market share.
- In 2012, commercial production in Florida resulted in over \$162 million in direct production expenditures to the state's economy.
- Indirect expenditures equate to an estimated three times the above amount to the Florida economy that trickle down to other businesses and the local economy as a result of commercial production (caterers, painters, carpenters, launders, equipment rental, vehicle rental, wardrobe design, etc.).
- A single company shooting commercials in Florida produced an average of 12 projects in 2012; most of them live action.
- Each percentage point of domestic market share equates to:
 - Approximately \$26 million in direct production expenditures to Florida's economy
 - 36,000 crew jobs annually
 - 100 film crew hired per commercial project
- We are an industry of small businesses. Almost half of all companies based in Florida employ between 1-10 employees. This is separate from film crew hires.

Nationwide data

- 27 states offer incentives specifically tailored to attract commercial production.
- Because of the highly mobile nature of commercial production film crews, location decisions are particularly sensitive to incentive offerings.

- Commercial production schedules simply do not allow for the extended scouting timetables that motion picture and television productions enjoy.
- *Production Clustering* describes the habitual process companies institute to locate sites for filming of multiple and separate projects in the long term.

Production Expenditures

- Total domestic production expenditures in 2012 increased by 17% to \$3 billion. Including talent payments and post production, commercial production represents a \$5 billion dollar industry annually.

Shoot Days & Locations

- Live action shoot days “on location” have steadily increased since 2009, with over three-quarters now shot on location in 2012.
- The average number of shoot days per commercial project is 1.69 days.
- In June 2010, the AICP surveyed 30 companies who received a tax credit through New York’s program where they would have filmed their projects without the state credit.
 - 64% of those responding reported they would have filmed in another state -- the incentivized portion of production derived directly as a result of the credit. 36% said they filmed in New York regardless of the tax credit.