Broward County
TV Commercial Attraction Program
APPLICATION

Overview

The TV Commercial Attraction Program is a performance-based rebate that is intended to attract high-impact television commercials to Broward County.

The incentive will be distributed as a rebate after the Production Company provides proof of its local spend, hires, etc., through paperwork from a Production accountant that meets the criteria stated in the incentive agreement and/or incentive guidelines. *NOTE: An applicant may only apply to one of the incentive programs for each individual project.*

Qualifying Projects

TV Commercials are a form of advertising that promotes products, services, ideas, individuals or organizations via the television, streaming, internet, or social media mediums. The following commercial-related projects are NOT eligible to apply for the TV Commercial Attraction Program: political advertising; a gambling-related project or production; commercials for concert production; a local, regional, or Internet-distributed-only news show or current-events show; a sports news or sports recap show; a Beauty Pageant; a pornographic production; or any production deemed obscene under Chapter 847, Florida Statutes.

Definitions

Cast and Crew means personnel hired on a Production Project who work as talent in front of the camera or in the technical and practical business of shooting a Production.

County Business Enterprise / Small Business Enterprise (CBE/SBE) means the definition of CBE and SBE in Ord. No. 2012-33, Section 1-81.2, Broward County Code of Ordinances.

Digital Media Project means visual effects or digital animation sequences.

Extras/Background Actor means a performer who appears in a non-speaking or non-singing (silent) capacity, usually in the background in a film, television show, or any production project. *NOTE: required cast and crew percentage may not include background talent, but if they are Broward County residents, their salaries count towards eligible expenditures.*

Main Cast & Crew means Broward / Miami-Dade / Palm Beach County resident talent (excluding background talent) and crew personnel who work over 50% of prep, or over 50% of principal photography days or a combination thereof. Special considerations may be addressed on a case-by-case basis for major talent serving as day players.

Production means a theatrical or direct-to-video motion picture; a made-for-television motion picture; visual effects or digital animation sequences produced in conjunction with a motion picture; a commercial; a documentary film; a television pilot program; a presentation for a television pilot program; a television series or streaming, including, but not limited to, a drama, a comedy, a soap opera, a telenovela, or a miniseries production. One season of a television series

is considered one production for purposes of applying for the incentive.

Production Company means a business entity that produces content in a variety of mediums (defined under Production). For the purposes of the incentive application, the applicant is referred to as the Production Company.

Production Days means the combined number of days used to create a Production, including pre-production, days spent on-site making the Production, and post-filming days, which includes the preparation concluding a Production as well as editing a Production to achieve a final product.

Production Project means an eligible Production or digital media project.

Qualifying Expenditures means payment for such goods and services and labor per requirements from the date of submission of the application through the Duration of Project (as defined below). A list of eligible expenditures is available upon request from the Film Commission. Proof of Broward County residency requires a copy of a Florida driver's license and one (1) other supporting document (which is dated within one month before pre-production through one month after wrap). A list of supporting documents is available at http://www.flhsmv.gov/ddl/address.html. *NOTE: Production services fees cannot exceed 10% of total local expenditures.*

Qualifying Payroll means payment of salary to Broward County residents for work performed from the first day of pre-production to the last day of post-production ("Duration of Project"), excluding salary in excess of $100,000 for any Broward County resident.

TV Commercial Attraction Program Requirements

Requirements:

- $400,000 minimum spend in Broward County on Qualifying Payroll and Qualifying Expenditures.
- Must apply prior to principal photography.
- 15% rebate capped at $175,000 per Production Project.
- 60% of the Pre-Production & Production filming days must be in Broward County.
- 55% of Main Cast and Crew must be Broward County, Miami-Dade County, or Palm Beach County residents. A minimum of 31% are required to be Broward County residents and 25% may be either Broward County, Miami Dade County, or Palm Beach County residents for the majority of the Production Project. As local workforce increases, it will be at the Broward Film Commission's discretion to increase the residential requirements for additional fiscal years.
- 50% of vendors must be Broward County businesses and (15%) of those Broward County businesses must be County Business Enterprise / Small Business Enterprise (CBE/SBE) (or best efforts must be made with assistance from the Film Commission to hire CBE/SBE's registered with the Office of Economic and Small Business Development).
- If setting up production offices and/or soundstages, must be based in Broward County.
- Provide promotional stills and marketing materials prior to the release of the Production Project to the Film Commission and municipalities for use on their website and other marketing efforts.
- On-set visits from Film Commission or other governmental officials.

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TV Commercial Attraction Program
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Application Process

A qualifying application and required accompanying paperwork must be completed in full and submitted via email to the Broward County Film Commission prior to principal photography.

Each Production Project must start principal photography within 120 days after application submission; however, an extension may be granted at the discretion of the Broward County Film Commission/Film Lauderdale.

Incomplete applications and paperwork will NOT be accepted.

The only email address where applications may be submitted is Film@FilmLauderdale.org

If by USPS please send to:

Broward County Film Commission
Attn: FILM-TELEVISION INCENTIVE PROGRAM
115 South Andrews Avenue Suite A680
Fort Lauderdale, FL 33301

The application and required paperwork will be reviewed for accuracy and will be vetted.

Upon submission of the application, the applicant will receive by email a confirmation message acknowledging receipt of the application.

When emailing documents, please send via Adobe PDF. Application package is complete only when all required documents have been received.

Note to applicant: All documents related to the Incentive Application and Incentive Agreement, including but not limited to all exhibits, the application, audit results, financial documents, and certificates of insurance are public records and subject to Chapter 119, Florida Statutes.

Paperwork to be included with Application

- A content document such as a final script, storyboards, and/or detailed description of scenes.
- Commercial synopsis.
- An itemized budget detailing estimated expenditures in Broward County, as well as expenditures outside of Broward County (budget for each individualized area).
- A production schedule reflecting pre-production, production and post-production schedule for entire Production Project, including Broward County, other Florida counties and other states, U.S. Territories, or countries.

Production Completion Compliance

- Each Production Project is required to provide promotional stills and marketing materials prior to the release of the commercial to the Film Commission and municipalities for use on their website and other marketing efforts.

- Production Projects must demonstrate compliance with all required criteria. The Production paperwork must be submitted to the Film Commission within 240 days of the Production Project being completed. With the submission of the paperwork, the Production Company must include a final crew list, final vendor list, final call sheets, final production reports, and all paperwork needed to ensure all rebate program caveats have been met. The Production Company must retain and maintain records, including working papers, books, documents, and other evidence, including, but not limited to, vouchers, bills invoices, requests for payment, and other supporting documentation, which, according to generally accepted accounting principles, procedures, and practices, sufficiently and properly demonstrate compliance with all incentive requirements and reflect all project costs expended in the performance of the incentive agreement.

- Failure to satisfy any of the application or post-production requirements will result in the applicant receiving no incentive award.

- **Please note: No paperwork that has personal information, including and not limited to Social Security numbers, medical records, etc. will be accepted. All personal information must be redacted.**

- The incentive will only be disbursed after the Production Project is completed and proof of the satisfaction of all requirements has been submitted to the Broward County Film Commission and approved via an internal audit.

- Additional rules and guidelines can be added to each individual incentive agreement depending on the Production Project.

Incentive Agreement Approval Process

For the TV Commercial Attraction Program, after an application has been submitted and all paperwork has been reviewed for criteria and additional vetting, the application will be presented to the Film Commissioner. If the application is approved by the Film Commissioner, then an agreement will be presented to the applicant for signature. The agreement will be then presented to the County Administrator for final approval.

Public Records

All documents related to the Incentive Application or Incentive Agreement, including but not limited to all exhibits, the application, audit results, financial documents, and certificates of insurance are public records and subject to Chapter 119, Florida Statutes.

_____
Name of Business Entity / Production Company

_____
Project Title

_____
Project Type

FOR INTERNAL USE ONLY

_____ _____ _____
Date Received Date Revised Date Completed

_____
Project Number

Broward County
TV Commercial Attraction Program
APPLICATION

Project Number: _____

BUSINESS INFORMATION	
NAME OF PRODUCTION COMPANY	
MAILING ADDRESS (Street address)	
CITY, STATE AND ZIP CODE	
NAME OF PARENT COMPANY	
COMPANY WEBSITE	
PRODUCTION COMPANY CONTACT	TITLE
MAILING ADDRESS (Street address)	
CITY, STATE AND ZIP CODE	
TELEPHONE	EMAIL
COMPANY FEDERAL EMPLOYER IDENTIFICATION NUMBER	
WHAT IS THE PROJECT'S PROPOSED PRODUCTION OFFICE LOCATION ADDRESS?	

APPLICANT (PAYEE) INFORMATION
NAME
MAILING ADDRESS (Street address)
CITY, STATE AND ZIP CODE
PHONE
EMAIL

LOCAL COMPANY INFORMATION (If different from above)
NAME
MAILING ADDRESS (Street address)
CITY, STATE AND ZIP CODE
PHONE
EMAIL

MANAGEMENT INFORMATION
PRODUCER(S)
DIRECTOR
PRODUCTION MANAGER
PRODUCTION ACCOUNTANT
LOCATION MANAGER

PREPARER'S INFORMATION (must be an authorized representative)
NAME
MAILING ADDRESS (Street address)
CITY, STATE AND ZIP CODE
PHONE
EMAIL

Broward County
TV Commercial Attraction Program
APPLICATION

PROJECT INFORMATION	
PROJECT / WORKING TITLE / PRODUCT:	
PRINCIPAL PHOTOGRAPHY START DATE (mm/dd/yy)	PRODUCTION DAY(S) #
BROWARD COUNTY DAY(S) #	PRODUCTION DAYS OTHER THAN BROWARD COUNTY #
ESTIMATED DATE OF PRE-PRODUCTION START (mm/dd/yy)	WHAT IS THE ANTICIPATED CAMERA WRAP DATE? (mm/dd/yy)
ESTIMATED FINAL WRAP DATE (mm/dd/yy)	

PROJECT OVERVIEW

1. Is this project a new production in Broward County? YES ❑ NO ❑
2. When will the final location decision be made (anticipated date)? _____
3. Are any notable talent signed to the project? YES ❑ NO ❑

   If YES, please provide names: _____

PROJECT DESCRIPTION AND SUMMARY (attach additional pages)

Give a full description of this production project, including the name of the project, any signed cast and one-page description of storyline. Additionally, a submission of a final script, storyboards, and/or detailed description of scenes is required for consideration with application submission.

JOB AND WAGE OVERVIEW

How many individuals that will be employed for the majority of the project from principal photography through production wrap will be Broward County residents?
How many individuals that will be employed for the majority of the project from principal photography through production wrap will be Palm Beach County or Miami-Dade County residents?
How many individuals that will be employed will NOT BE Broward County, Palm Beach County or Miami-Dade County residents?

LOCAL SPEND / INVESTMENT
TOTAL PROJECT BUDGET
TOTAL EXPECTED BROWARD COUNTY EXPENDITURES
WHAT PERCENTAGE OF THIS PRODUCTION PROJECT WILL BE PRODUCED/FILMED IN BROWARD COUNTY
WILL YOU BE SHOOTING OUTSIDE OF BROWARD COUNTY? ❑Yes ❑No
IF YES, WHERE?
IF YES, WHAT IS THE ESTIMATED PERCENTAGE OF SPENDING OF THIS PRODUCTION PROJECT WILL BE MADE OUTSIDE OF BROWARD COUNTY?
WHAT PERCENTAGE OF HIRED VENDORS PER PRODUCTION PROJECT WILL BE BROWARD COUNTY BASED BUSINESSES?
PLEASE INDICATE WHERE YOUR HOTEL ROOMS USED DURING PRODUCTION WILL BE LOCATED (City and name of hotel if known)
PLEASE INDICATE WHERE YOUR PRINCIPAL PRODUCTION OFFICE WILL BE (City address if known)
Please provide a budget breakdown of local expenditures, as well as the full budget, as an attachment to the application.

COMPETITIVE LANDSCAPE
What role will this incentive play in production's decision to produce part of the project in Broward County?
What other cities, states, or countries are being considered for this project?
What advantages or incentives offered by these other locations do you consider important in your decision?
Indicate any additional internal or external competitive issues impacting this project's location decision.

ECONOMIC IMPACT AND CORPORATE RESPONSIBILITY
Would this production be willing to provide required paperwork to Broward County that would become public information under Chapter 119 of the Florida Statutes concerning public records, including but not limited to: production reports, crew lists, vendor lists, etc.? YES ❑ NO ❑
Would this production be willing to provide the Broward County Film Commission an email address for personnel /vendors to submit resumes/materials for consideration for their hire? YES ❑ NO ❑

MISCELLANEOUS
Provide any additional information you want to be considered as part of this incentive application or items that may provide supplementary background information on your project or company.

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Broward County
TV Commercial Attraction Program
APPLICATION

APPLICANT
By signing below, I certify the information provided in this application along with any pertinent information included in accompanying material is true, correct and complete.
APPLICANT (Printed Name)
APPLICANT (Title)
APPLICANT SIGNATURE
DATE

REQUIRED APPLICATION PAPERWORK

1. A content document such as a final script, storyboards, and/or detailed description of scenes.
2. Commercial synopsis.
3. An itemized budget detailing estimated expenditures in Broward County, as well as expenditures outside of Broward County (budget for each individualized area).
4. A production schedule reflecting pre-production, production and post-production schedule for entire project, including Broward County, other Florida Counties and other States, U.S. Territories or Countries.

** When emailing documents, please send via Adobe PDF. **Application package is complete only when all required documents have been received.**

Upon submission of the application, the applicant will receive, by email, a confirmation message acknowledging receipt of the application.

FOREIGN COUNTRY OF CONCERN ATTESTATION (PUR 1355)

This form must be completed by an officer or representative of an entity submitting a bid, proposal, or reply to, or entering into, renewing, or extending, a contract with a Governmental Entity for economic incentives or which would grant the entity access to an individual's personal identifying. Capitalized terms used herein have the definitions ascribed in Rule 60A-1.020, F.A.C.

_____ [Name of Entity] is not owned by the government of a Foreign Country of Concern, is not organized under the laws of nor has its Principal Place of Business in a Foreign Country of Concern, and the government of a Foreign Country of Concern does not have a Controlling Interest in the entity.

Under penalties of perjury, I declare that I have read the foregoing statement and that the facts stated in it are true.

Printed Name: _____

Title: _____

Signature: _____ Date: _____

SECTION 287.139, FLORIDA STATUTES CERTIFICATION

This certification must be completed by an authorized officer or representative of a potential recipient of a contract or grant from Broward County and submitted to Broward County before a contract or grant is awarded, as required by Section 287.139, Florida Statutes.

Pursuant to Section 287.139, Florida Statutes, _____ ("Applicant"), through its undersigned authorized representative, hereby certifies that Applicant does not and will not use county or municipal funds in requiring its employees, contractors, volunteers, vendors, or agents to ascribe to, study, or be instructed using materials relating to diversity, equity, and inclusion, as defined in Sections 125.595(1) and 166.04971(1), Florida Statutes.

Under penalties of perjury, I declare that I have read the foregoing statement and that the facts stated in it are true. I am authorized to execute this certification on behalf of the Applicant identified above.

Printed Name: _____

Title: _____

Signature: _____ Date: _____

Broward County
TV Commercial Attraction Program
APPLICATION

AFFIDAVIT OF APPLICATION

STATE OF FLORIDA
BROWARD COUNTY

Before me, the undersigned authority, on this day personally appeared_____, who, after being duly sworn, deposes and states:

1. That the Affiant is currently employed by_____Company, as _____(Title).

2. The Affiant is familiar with the_____(Project) and has personal knowledge of the information contained in the Application to Broward County for a Production/Post Production Rebate.

3. That Affiant is authorized to complete the Application on behalf of _____Company and attests to the accuracy of the information provided therein.

Further Affiant Saith Not.

By :_____(Signature)

The foregoing instrument was acknowledged before me by means of ☐ physical presence or ☐ online notarization, this _____ day of _____, 20___, by _____, who is personally known to me or who has produced _____ as identification.

WITNESS my hand and official seal, this _____ day of _____, 20__.

_____
(Signature of person taking acknowledgment)

_____
(Name of officer taking acknowledgment)

(NOTARY SEAL)

_____
(Title or rank)

My commission expires:

_____
(Serial number, if any)