

MEDIA INSERTION ORDER



101 North Monroe Street
Suite 900
Tallahassee, FL 32301

VISIT FLORIDA Representative:
Chris Smith
/ csmith@visitflorida.org

Advertiser	
Company:	Visit Orlando
Address:	ATTN: Michelle Fasshauer 6277 Sea Harbor Drive, Ste 400
City, State, Zip:	Orlando, FL 32821-8043

Accounts Payable Contact	
Contact:	Danielle Hollander
Email:	danielle.hollander@visitorlando.com
Phone:	(407) 363-5822

Contracting Organization	
Company:	Visit Orlando
Address:	ATTN: Michelle Fasshauer 6277 Sea Harbor Drive, Ste 400
City, State, Zip:	Orlando, FL 32821-8043

Production Contact	
Contact:	Danielle Hollander
Email:	danielle.hollander@visitorlando.com
Phone:	(407) 363-5822

Agreement Information	
Insertion Order #:	81095
Client Reference #:	

Agreement Contact	
Contact:	Danielle Hollander
Email:	danielle.hollander@visitorlando.com
Phone:	(407) 363-5822

Product	Details	Start Date	End Date	Materials Deadline	Comments	Media Value	Net Total
VISIT FLORIDA Culinary Program	Includes: DotDash Meredith: 3 Premium Native Articles, 1 Social Content Package and 1 High Impact Custom Rich Media unit. Est. Imps: 4.2M. Wash Post: Custom Content Package, By the Way sponsorship, Seamless Custom Unit, Homepage takeover. Est. Imps: 6M.	7/1/2023	9/30/2023			\$1,000,000.00	\$250,000.00
						Total Media Value:	\$1,000,000.00
						Total Net:	\$250,000.00
Notes/Special Instructions:						Insertion Order Expiration Date: 06/30/2023	

Terms & Conditions:

With respect to digital advertising only, this contract adheres to version 3.0 of the Interactive Advertising Bureau Terms & Conditions ("IAB T&Cs"): http://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf. However, in the instance of a conflict between this contract and the IAB T&Cs, the terms of this contract prevail.

Advertiser hereby authorizes VISIT FLORIDA and its agents to deliver ad(s) and/or services of the above products and agrees to pay VISIT FLORIDA the total amount shown above. The required assets ("Assets" or "Content") must be received by VISIT FLORIDA or its agent no later than Materials Deadline. Advertiser shall not be relieved of any liability hereunder for failure to deliver assets by Materials Deadline even though such failure results in no publication or delivery of Advertiser ad(s) and/or services.

VISIT FLORIDA reserves the right to reject any material(s) deemed objectionable. Materials are accepted and published on the representation that Advertiser is authorized to publish entire contents thereof; VISIT FLORIDA will not be responsible for any claims or liability for such content and will not be responsible for errors in artwork. Jurisdiction and venue for any litigation ensuing from advertising placed with VISIT FLORIDA shall properly lie in Leon County, Florida.

This agreement may be modified only in writing. No oral representations shall supersede the terms of this agreement nor bind VISIT FLORIDA.

Billing Terms: VISIT FLORIDA will invoice Advertiser in two (2) equal installments of \$125,000. The first installment shall be due upon signature of this Agreement and the second installment shall be due upon VISIT FLORIDA'S receipt of campaign deliverables. All invoices are due NET 15. An electronic copy of this Agreement will be considered an original document.

Representations and Warranties: Advertiser represents and warrants that: (1) Advertiser has the legal right to post and/or submit the Content; (2) Advertiser is the sole author and/or owner of the Content, or Advertiser has the lawful right and legal authority to grant to VISIT FLORIDA the rights to the Content that Advertiser is granting via these Terms and Conditions; (3) that Advertiser holds an unrestricted, unconditional, unlimited, worldwide, irrevocable, fully paid-up, sublicensable, and perpetual license to use, display, copy, distribute, reproduce, disclose, transmit, modify, publish, broadcast, and translate all or any portion of the Content, in any form now existing or later developed or modified, for any purpose; (4) if any of the Content depicts any minor under 18 years of age, Advertiser has all legal and proper consents from the Child's parent or guardian to the submission and use of the Content

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as described in these Terms and Conditions; (5) that if the Content depicts any person, Advertiser has obtained all necessary and lawful consents and waivers from any person depicted therein to the submission and use of the Content as described in these Terms and Conditions, and that the depiction of any person is fully paid up and no further amounts shall be due to any such person upon any reproduction of the Content for any purpose; (6) that neither the Content nor the use of the Content by VISIT FLORIDA or its Agents will infringe upon or violate the rights of any other person or entity, including but not limited to rights of publicity, privacy, copyright, and trademark, and that such use is lawful; (7) that the Content is not indecent, obscene, tortuous, defamatory, slanderous, or libelous; and (8) that VISIT FLORIDA's use of the Content will not violate these Terms and Conditions, cause injury or harm to any person or entity, or violate any law, ordinance, or regulation.

License for Use of Content. By submitting the Content to VISIT FLORIDA, Advertiser grants to VISIT FLORIDA a non-exclusive, unrestricted, unconditional, unlimited, worldwide, irrevocable, fully paid-up, and perpetual license to use, display, copy, distribute, reproduce, disclose, transmit, modify, publish, broadcast, and translate all or any portion of the Content, in any form now existing or later developed or modified, for advertising purposes in connection with this Insertion Order. Advertiser understands and agrees that it will not receive any fees, sums, consideration, or remuneration for any of the rights that Advertiser has granted hereunder, and Advertiser agrees that Advertiser shall have right of approval over the final publication of its content in the VISIT FLORIDA Culinary Program, claim to compensation (including, but not limited to, license fees and/or royalties), and no claim (including, but not limited to, claims for invasion of privacy, defamation, right of publicity, copyright infringement, or trademark infringement) arising out of any use in accordance with these Terms and Conditions by the VISIT FLORIDA Parties. Notwithstanding this provision, Advertiser understands and agrees that VISIT FLORIDA is not obligated to use the Content.

Public Records: Notwithstanding anything to the contrary in the IAB T&Cs, VISIT FLORIDA adheres to Chapter 119, Florida Statutes ("F.S."), and those portions of Chapter 286, F.S., relating to public meetings and records, and may only withhold and keep confidential those records in its possession that are made confidential or exempt from disclosure by Florida law. Advertiser shall fully cooperate with VISIT FLORIDA regarding its efforts to comply with the requirements of Florida's public records laws. As required by Section 288.1226(13)(a), F.S., VISIT FLORIDA will post this Agreement on VISIT FLORIDA's website. All communications, expenditure information, and any other information concerning this Agreement provided to VISIT FLORIDA may be made public at any point in time unless otherwise made confidential by Florida law. The terms of this paragraph prevail over anything to the contrary in the IAB T&Cs.

No Federal Funds: Purchaser/Advertiser warrants and affirms that no funds used to pay for this Order come from any federal source.

Disclosure of Terms. Advertiser maintains the right in its sole discretion to release this Agreement when (i) prudent to do so in response to a request for public records even though Florida's Public Records Act does not apply to Advertiser or (ii) to Orange County, Florida which may elect to disclose the terms of this Agreement.

Indemnification. VISIT FLORIDA shall defend, indemnify, and hold harmless Advertiser from and against all liabilities, arising indirectly or directly, in part or solely by i) VISIT FLORIDA'S alleged violation of the intellectual property rights of a third party; ii) marketing ads, offerings, or services provided by VISIT FLORIDA including without limitation their associated contracts, and/or iii) VISIT FLORIDA'S failure to comply with all applicable laws and regulations in carrying out its obligations under this Agreement.

The undersigned has all necessary and proper legal authority to execute this document and bind the Advertiser. The Advertiser agrees to the above terms and conditions.

Danielle S Hollander
Danielle S Hollander (Apr 18, 2023 16:45 EDT)

Danielle S Hollander

Apr 18, 2023

Kate Chunka
Kate Chunka (Apr 18, 2023 16:57 EDT)

Kate Chunka

Apr 18, 2023

Specific Requirements for the Orange County Film Incentive Program

(Commissioner Emily Bonilla sample proposal, 5/6/2024)

1. Minimum Spending Threshold

- **Minimum Budget Requirement:** Productions must have a total production budget of at least \$2,000,000 to qualify for the full range of incentives. This threshold ensures that only serious and potentially impactful productions receive the benefit of the incentives, maximizing economic impact.
- **Eligible Spending Requirement:** Productions must spend a minimum of \$400,000 in Orange County to qualify for incentives.

2. Promotion and Marketing Requirements

- **Location Credits:** All productions receiving the incentive must visually confirm that scenes are set in Orange County through the use of recognizable landmarks, signage, or other distinctive local features.
- **Script Mention:** The script must explicitly mention "Orange County" and/or the name of one of the municipalities with the state (e.g. Winter Park, Florida) in the dialogue or narrative at least two times.
- **Logo Display:** The Orange County logo and the Visit Orlando logo must be displayed at the beginning of the credits.
- **Distribution Requirements:** Productions must have a distribution plan that reaches at least 300,000 viewers within the first three years of release.

3. Employment and Workforce Development

- **Local Workforce Utilization:** At least 30% of the total crew and cast must be residents of Orange County.
- **Internship/Apprenticeship Opportunities:** Productions must provide at least ten internship/apprenticeship opportunities to students from local film schools like UCF, Full Sail University, and Valencia College.

4. Financial Incentives

- **Base Rebate:** A 10% rebate on all qualifying expenditures in Orange County, with the potential to increase to 15% if more than 50% of the crew are local residents.
- **Additional Bonuses:**

- **Cultural Bonus:** An additional 5% rebate for productions that actively engage with and portray local communities or themes.
- **Tourism Promotion Bonus:** An additional 5% rebate for productions that include promotional footage of Orange County tourist attractions or agree to partner with the Orange County Visitors Bureau for marketing campaigns.
- **Total Rebates:** Total rebates are capped at \$175,000.

5. Infrastructure and Community Engagement

- **Community Event Participation:** Productions are required to participate in at least one public screening in Orange County, which could be part of a local film festival or a standalone community event.
- **Local Business Engagement:** Productions must demonstrate that at least 20% of their production budget was spent on local businesses not directly related to film production (e.g., catering, accommodations, transportation).

6. Reporting and Compliance

- **Annual Reporting:** Production companies must submit a detailed report on local spending, employment, and compliance with the distribution, location, and script mention requirements.
- **Audit Rights:** Orange County reserves the right to audit productions to ensure compliance with the incentive requirements.

Film Incentive

Notes from meetings with Commissioner Emily Bonilla, other Film Commissions, and Orange County film schools

5/6/2024

Meeting with Hillsborough County

The Hillsborough County film incentive program has been very successful since its creation in 2015. It has attracted high-budget productions like *The Infiltrator* with Bryan Cranston that spent over \$2 million in the local economy. The program provides a 10% rebate based on assessed marketing value with local spending of at least \$100,000.

It has also been successful in generating interest, with the incentive funds being fully allocated within the first two months each year. While the pot of money has remained stagnant, the incentive program has still made Hillsborough County the top-performing film commission in Florida for marketing efforts and deliverables.

The incentive helps retain the county's 4000-person strong film industry workforce by attracting feature film and TV productions. These high-paying film jobs have a median wage of \$97,000, the highest of any industry in Florida. Partnering with neighboring counties also allows productions to take advantage of incentives across the region.

The marketing assets received, like photos, videos, and social media promotion, are used by the Visitors Bureau to significantly increase tourism. For example, a Disney+ series filmed at the zoo led to a 20% rise in annual attendance. On average, 1 in 4 Florida visitors say they came because of something they saw filmed in the state.

The film incentive program has been a success for Hillsborough County's economy, tourism industry, and film workforce retention efforts. It provides a strong return on investment and marketing value for the county.

Meeting with UCF

UCF has the largest university film program in the nation, with over 1200 students pursuing degrees in film production. However, many students struggle after graduating due to the lack of film industry in Central Florida. Without a film incentive to attract production companies, UCF has seen equipment resources dwindle as companies leave the state. A film incentive would revitalize the local industry and provide hands-on learning opportunities for students through internships and jobs on film sets. This would allow more UCF graduates to build careers in Florida rather than relocating elsewhere. The film program is committed to supporting any incentive program through resources, student participation, and partnerships with production companies like Trilux Studios. County investment in a film incentive will ensure UCF continues

training the next generation of filmmakers and supporting the growth of Florida's creative economy.

Meeting with Broward County

The film incentive program in Broward County has been very successful since launching in 2022. Under Sandy Lighterman's leadership, they have implemented a wide range of incentive programs to attract different types of productions. This includes a 15-20% rebate for film, TV, and commercial productions, as well as higher incentives for larger budget projects.

The programs have been well-received by the film industry, with 17 projects already taking advantage of the standard film/TV incentive and capturing over \$12 million in spending for Broward. One recent production, *Bad Boys 4*, spent \$4 million in the county for just one day of filming.

The incentives are achieving Broward's goals of supporting local crew, businesses, and residents. Over 55% of crew/cast and 50% of vendor spending must benefit Broward and South Florida. This is injecting millions into the local economy and creating jobs.

Broward's success shows that a strategic incentive program can make a county or region competitive for film business. I believe a similar program could deliver the same economic and promotional benefits here in Orange County.

Meeting with Duval County

The film incentive program in Jacksonville, FL has been very successful since expanding the funding from \$50,000 to over \$500,000. Film Commissioner Todd Roobin worked with city council to approve the increased funding, which allowed the development of three new incentive programs - a Film and Television program, a Commercial program, and a Fostering Filmmakers grant program.

The Film and Television program offers a 15% rebate on qualified local expenditures for productions spending over \$400,000. It can increase to a 20% rebate for productions spending over \$1 million. This has attracted some larger independent films and television productions to film in Jacksonville.

The Commercial program aims to bring in larger budget commercials with a minimum \$75,000 spend required to qualify for a 15% rebate up to \$150,000. This is helping grow Jacksonville's commercial production industry.

The Fostering Filmmakers grant program provides much needed funding for local student and independent filmmakers. The minimum \$10,000 production grants help support the growth of Jacksonville's emerging filmmaking talent.

Commissioner Roobin expects the programs will continue attracting more film business as they are actively promoted and applications are now being accepted. The increased funding and expanded incentive programs have been very successful in supporting Jacksonville's local film industry.

Meeting with Full Sail University

Full Sail University is home to the largest film school in the country, with thousands of students graduating each year looking to build careers in the film industry. However, without a local film incentive program, many of these graduates have left Central Florida after graduation to find work in other states and counties that do offer incentives, like Georgia and South Florida.

A film incentive would allow Full Sail graduates to stay and work locally on projects here in Orange County. It would attract film productions from both within and outside Florida to film their projects at Full Sail's state-of-the-art facilities and use Full Sail alumni as crew. This would provide hands-on experience and job opportunities for recent graduates in their field of study.

Additionally, film productions bring significant economic benefits through spending on lodging, food, equipment and local hiring. A film incentive could help Orange County compete for projects that may otherwise choose other locations, putting money back into the local economy.

Full Sail University fully supports the proposed film incentive as a way to keep local talent working here in Central Florida and attract new business to the region that will benefit both the film industry and the local community.

Meeting with Valencia College

Valencia College's film production program is uniquely positioned to provide hands-on experience for students through partnerships with professional film productions. However, without a local film incentive, many productions choose to film in other states like Georgia that offer incentives. This has led to delays and cancellations of potential projects at Valencia, denying students valuable learning opportunities. It also means the local economy misses out on millions of dollars that film productions would inject through spending on local goods, services, and hiring of crew. Reinstating a \$5 million film incentive would help attract productions back to the area, providing a pipeline of skilled graduates for the local film industry while showcasing Orange County as a filming destination to boost tourism.



**International Alliance of Theatrical Stage Employees,
Moving Picture Technicians, Artists and Allied Crafts**

MOTION PICTURE STUDIO MECHANICS LOCAL 477

4101 Ravenswood Road, Suite 108-109, Fort Lauderdale, Florida 33312
Tel: 305/594-8585

April 22, 2024

The Office of Orange County District 5 Commissioner Emily Bonilla
P.O. Box 1393
Orlando, Florida 32802-1393

re: A Film Incentive for Orange County

Dear Commissioner Bonilla:

On behalf of the executive board of I.A.T.S.E. Studio Mechanics Local 477- the labor union that represents the majority of working crew on feature film, television, and commercial projects throughout the State of Florida - I would like to speak in favor of the initiative to be considered at your May 7th meeting, i.e. the creation of an incentive package to attract major motion picture production to Orange County.

At present, there are ninety-three Local 477 members residing in Orange County; another 49 members reside in the three other Central Florida counties of Seminole, Lake, and Osceola. All of these men and women are highly trained professionals in the industry, capable of meeting the exacting demands of high-level production on a par with any other crew in the country.

Only several years ago, these numbers were appreciably higher. With the discontinuation of state-level film incentives competitive with surrounding Southeastern states, the drain on the Central Florida workforce has been accelerating as these professionals are forced to uproot their families and relocate to places where consistent production employment is available.

The trend in Tallahassee away from supporting our industry has had devastating effects in Orange County as it has elsewhere throughout the state. However, in the

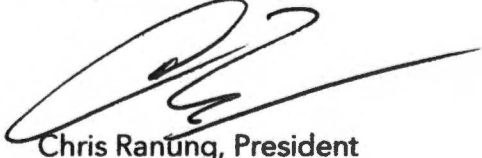
absence of a Florida-wide program, regional incentives have proven to be very effective, particularly as they specifically target the county or counties for which they are created.

Such would be the case if you decide to implement a responsible program for Orange County: the very real economic impact that production generates would naturally flow to the businesses in your communities and good jobs would again be available not only to the remaining professional crew but also to graduates of area film schools such as Valencia College, Full Sail University, and the University of Central Florida.

We request you consider this initiative with an open mind and enthusiastically accept a lead role in the revitalization of high-level film production in the Central Florida region. You may draw on our expertise anytime as we are eager to assist in tailoring a program appropriate to the unique characteristics of your County.

Please feel free to reach out to me directly if you'd like to discuss this matter in depth.

Respectfully,



Chris Ranung, President
904.806.6369
chrisranung@ia477.org

Michael Metzel, Vice-President
Nancy Flesher, Secretary-Treasurer
James Roberts, Business Manager

Executive Board:

- Ken Speed
- Brooke Bortell
- Earl Perque
- Lucy Weber
- James Harris
- Greg Chamberlain
- Jacob Deckard
- Joesmarie "Jo" Torres

Orange County Film Incentive

Christine Sonnenberg <sonnenbergchristine@gmail.com>

Fri 5/3/2024 8:01 PM

To: Wilson, Nicole H (Commissioner) <Nicole.Wilson@ocfl.net>; Moore, Christine M (Commissioner) <Christine.Moore@ocfl.net>; Uribe, Mayra M (Commissioner) <Mayra.Uribe@ocfl.net>; maribel.gomez-cordero@ocfl.net <maribel.gomez-cordero@ocfl.net>; Bonilla, Emily (Commissioner) <Emily.Bonilla@ocfl.net>; Scott, Michael (Commissioner) <Michael.Scott@ocfl.net>

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Dear Orange County Commissioners,

My name is Christine Sonnenberg. I am a wardrobe stylist/costumer in the film and commercial production industry and an Orlando resident for 30 years. I'm contacting you all because I've recently become aware of a local film incentive being on the agenda for the Commission to consider.

I strongly support, and urge the commission to do the same, the creation of a film incentive for Orange County. This would not only benefit those of us crew members in the Central Florida region by creating jobs for us, but it would also help to support local businesses and services. As a wardrobe stylist, I spend thousands of dollars per year here in Orlando buying looks for projects.

Many other departments, such as set construction, set decorating, and props also source materials locally. We use local catering services for meals, we rent local trucks and vehicles for transportation, we utilize Uber which supports local drivers, we film in Orlando locations offering locations fees to Central Florida residents, out of town crew stays in local hotels and eat at local restaurants... the list goes on in ways that film production positively impacts the local economy and helps support local businesses and citizens.

Furthermore, by filming in Central Florida, we have another opportunity to showcase the wonderful area in which we live and add another layer of promotion which can impact tourism. We have seen this in places like Georgia, Louisiana, and South Carolina where people come to visit because they want to see the places that their favorite films and televisions shows were filmed.

Sadly, many Florida crew members have begrudgingly considered moving to other more film friendly states in order to make a decent living and there have been many shows and movies set in Florida that chose other states to film in because it was cheaper to recreate Florida than to come to the actual state to film. I see that as a loss not only for the local industry, but for the economy of the state as a whole and specifically for Central Florida.

In summary, creating local jobs for Florida crew, supporting local businesses, injecting money directly into local citizens' pockets, and promoting Central Florida locations are just a few of the many ways that a film incentive can beneficially impact our community.

I gratefully thank you for your consideration and hope that you make the right decision to support incentives that help keep jobs in Central Florida and bolster the local economy.

Regards,

Orlando Resident,
Christine Sonnenberg

d.

Regardless of the top number, \$250K would need to go for additional staffing (2 additional full-time staff) and marketing resources for the Orlando Film Commission. As has been communicated, Brooke Hill fills (with OEP) permits but she doesn't devote full-time efforts to the industry. Brooke plus 2 others will need to be full-time on the industry to provide timely client service if this program kicks in.

\$1 million commitment from the Commission (minus \$250K for additional resources for Orlando Film Commission) = \$750K for program, base program gives maximum of \$200K per project. \$750K could be awarded to up to 4 projects (assuming not all of them get full \$200K per project), minimum of \$5 million spent, provide 1,000 Orange County cast & crew roles, and use an estimated 500 hotel room nights. These are low/conservative estimates.

\$2 million commitment from the Commission (minus \$250K for additional resources for Orlando Film Commission) = \$1.75 million for program, base program gives maximum of \$200K per project. \$1.75 million could be awarded to up to 9 projects (assuming not all of them get full \$200K per project), minimum of \$10 million spent, provide 2,000 Orange County cast & crew roles, and use an estimated 1,000 hotel room nights. These are low/conservative estimates.

\$5 million commitment from the Commission (minus \$250K for additional resources for Orlando Film Commission) = \$4.75 million for program, base program gives maximum of \$200K per project. \$4.75 million could be awarded to up to 25 projects (assuming not all of them get full \$200K per project), minimum of \$33 million spent, provide 5,000 Orange County cast & crew roles, and use an estimated 2,500 hotel room nights. These are low/conservative estimates.

Obviously \$5 million brings a lot to the community, but there's nothing wrong with starting out with \$1 million or \$2 million to walk before you run.

Thanks

John Lux

Executive Director


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Florida Screen Production Incentives:

[Florida Entertainment Sales Tax Exemption \(Statewide\)](#)

BROWARD COUNTY (Fort Lauderdale)

Film Lauderdale / Broward County has the largest local incentive fund for screen production projects in the state of Florida, and offers a menu of incentive options to attract films, television series, commercials, emerging filmmaker projects, and more. The basic structure of each performance-based rebate is listed below, with more details on eligibility and requirements [HERE](#).

FILM & TV PROGRAM

\$400,000 minimum Broward spend, 15% rebate capped at \$175,000

HIGH IMPACT FILM & TV

\$5m minimum Broward spend, 15% rebate capped at \$2m

MULTIPLE PROJECT GUARANTEE

\$4m min spend per project, 30% rebate capped at \$2.5m per project
2 scripted projects produced within 3 year timespan

PARTIAL PROJECT PROGRAM

\$1.5m minimum Broward spend, 20% rebate capped at \$500,000
Limited to high-profile film or TV projects; min 5 days in Broward

TV COMMERCIAL ATTRACTION

\$400,000 minimum Broward spend, 15% rebate capped at \$175,000

EMERGING FILMMAKERS GRANT

\$10,000 grant for Broward County filmmakers
Must have proof of matching funds & 3 years+ of original work
15 grants available per year

SUN-SCREEN PROGRAM

\$1.5m – \$4m minimum Broward County spend
20% rebate capped at \$800,000

*Other caveats apply.

Project-by-project basis, subject to fund availability.

Certain programs require selection committee decision.

Applicants may only apply to one program per project.

DUVAL COUNTY (Jacksonville)

The Jacksonville Film & Television Job and Business Creation Program is a performance based program structured to attract high wage unique film and television productions opportunities to Jacksonville that will hire area professionals and purchase goods and services from local businesses. The 3-tier program utilizes a sliding scale based on the total qualified expenditures. The program is based upon meeting minimum thresholds on qualified expenditures and hiring of Duval County residents and first come-first serve priority. Click [HERE](#) for more information.

HILLSBOROUGH COUNTY (Tampa)

Hillsborough County offers a marketing grant of up to 10% (payout capped at \$150,000.00 per project) based on the assessed marketing value of projects filming in the Tampa Bay area. This includes but is not limited to local spending, the number of days filming, attractions or iconic

locations unique to Tampa featured family friendliness, and notable cast attachments. All applications are processed on a "first come-first served" basis, and are subject to available funding. Approved projects must film within the same fiscal year as the approved application. The program runs from Oct 1st – Sept 30th. For more information, or a copy of our application, please contact Tyler Martinolich tmartinolich@visittampabay.com or visit us at our website www.filmtampabay.com.

MIAMI-DADE COUNTY (Miami)

The TV, Film and Entertainment Production Incentive is a performance-based grant program that is based on Miami-Dade County-centric criteria. Each project's eligibility will be determined on a case-by-case basis and each project/grant agreement will be required to go before the Board of County Commissioners (BCC) for individual approval. This process requires a timeframe of two or more months for approval. After the grant is approved, the rebate will be distributed after the production provides proof of their local spend, hires, etc. through a professional audit.

High Impact Film Fund Program:

The High Impact Film Fund Program is a performance-based rebate grant for feature-length films, made-for-TV/streaming movies, or TV/streaming series projects with a high return on investment to Miami-Dade County. Cash rebate up to 20%.

- Minimum Spend: \$5,000,000 for Feature-length Films, Made-for-TV/Streaming Movies or TV/Streaming series.
- Annual Allocation: Up to \$10 million in recurring funds per fiscal year.
- Qualifying Requirements: 90% of the production that occurs within the State of Florida must occur in Miami-Dade County. 60% of the qualified labor must be Miami-Dade County residents. 70% percent of hired vendors/contractors must be Miami-Dade County registered businesses.

[CLICK HERE](#) for more information about the High Impact Film Fund Program

Tier 1: Local spend of \$1,000,000 or more

- Complete application and accompanying paperwork must be submitted prior to the start of the project.
- Minimum spend of \$1,000,000 in Miami-Dade County with a maximum grant of \$100,000.
- Requires no less than 70% Miami-Dade County residents be hired as principal cast and crew members. Cast and crew (employees) qualify for the 70% minimum local hire but excludes extras/background talent. All 70% of the employees must be Miami-Dade County residents.
- Requires at least 70% of hired vendors and contractors to be Miami-Dade County Registered Businesses

[CLICK HERE](#) for more information about Tier 1.

Tier 2: Local spend of \$500,000 to less than \$1,000,000

- Complete application and accompanying paperwork must be submitted prior to the start of the project.
- Minimum spend of \$500,000 to less than \$1,000,000 in Miami-Dade County with a maximum grant of \$50,000.
- Requires no less than 70% Miami-Dade County residents be hired as principal cast and crew members. Cast and crew (employees) qualify for the 70% minimum local hire but excludes extras/background talent. All 70% of the employees must be Miami-Dade County residents.
- Requires at least 70% of hired vendors and contractors to be Miami-Dade County Registered Businesses

[CLICK HERE](#) for more information about Tier 2.

Each project's eligibility will be determined on a case-by-case basis, and each project/grant agreement will be require approval by the Board of County Commissioners. Grants will only be disbursed after the project is completed and proof that all requirements were satisfied has been submitted. Click [HERE](#) for more information.

MIAMI-DADE COUNTY (City of Miami Beach)

Making movies and other film projects in Miami Beach has never been easier! New guidelines, less restrictions – and a new incentive program to subsidize productions in Miami Beach. \$10,000 grants with only \$25,000 local spend required. [CLICK HERE](#) for more information.

MIAMI-DADE COUNTY (Miami Beach Visitor and Convention Authority)

This incentive is only available to the following audio-visual Productions (as defined below): scripted feature films and television shows, documentaries (non-political and non-sports only), short films. This incentive is not available to all excluded Programming. For purposes of this incentive, any multi-episode production, such as a season of a television series, is considered one unique production. [CLICK HERE](#) for more info and to apply.

PALM BEACH COUNTY

The Palm Beach County Film and Television Commission's Sponsorship & Development Program

The Palm Beach County Film and Television Commission (FTC) manages the County's official tourism TV channel, under the direction of the Palm Beach County Tourist Development Council (TDC). The channel broadcasts more than 60 hours of original, high-quality, family-friendly programming. The Palm Beaches TV (PBTv), which launched in 2017, is designed to support and stimulate tourism by offering an insider's look into the area's top attractions for travel and production.

The FTC created a Sponsorship & Development program to cultivate, and sponsor shows that further develop the expansive library of original content specific to tourism in The Palm Beaches. Shows considered for sponsorship funding are required to have distribution outside The Palm Beaches marketplace, reaching the homes of potential visitors. The programs then stream on The Palm Beaches TV channel where they can also be viewed OnDemand. Programming for PBTv is produced by regional production companies and the Sponsorship & Development program has been effective in generating new business for the local production community, helping offset the impact of not having a state incentive program.

PBTv is an innovative marketing platform designed to enhance the visitor experience with stories that are unique to Palm Beach County. The FTC and TDC work together to vet all projects prior to be presented at the Sponsorship & Development Committee for sponsorship approval. While the TDC gives final approval for content on the channel, PBTv is owned, operated, marketed, and distributed by Olympusat, a global media company based in West Palm Beach.

To learn more and watch the channel [click here](#). For more information about this program or to receive an application, please email admin@pbfilm.com or call 561.233.1000.

PINELLAS COUNTY (St. Petersburg/Clearwater)

FilmSPC's Business Development Marketing Program pays 10% – 30% on qualified local expenditures, above- and below-the-line, occurring within Pinellas County and its 24 municipalities. Productions are evaluated based on size of the budget, local spend, and marketing value to the county. For more visit <http://www.filmspc.com/>

MAILING ADDRESS

*Film Florida
2675 Hilliard Court
Kissimmee, FL 34744*

GENERAL INQUIRIES

info@filmflorida.org

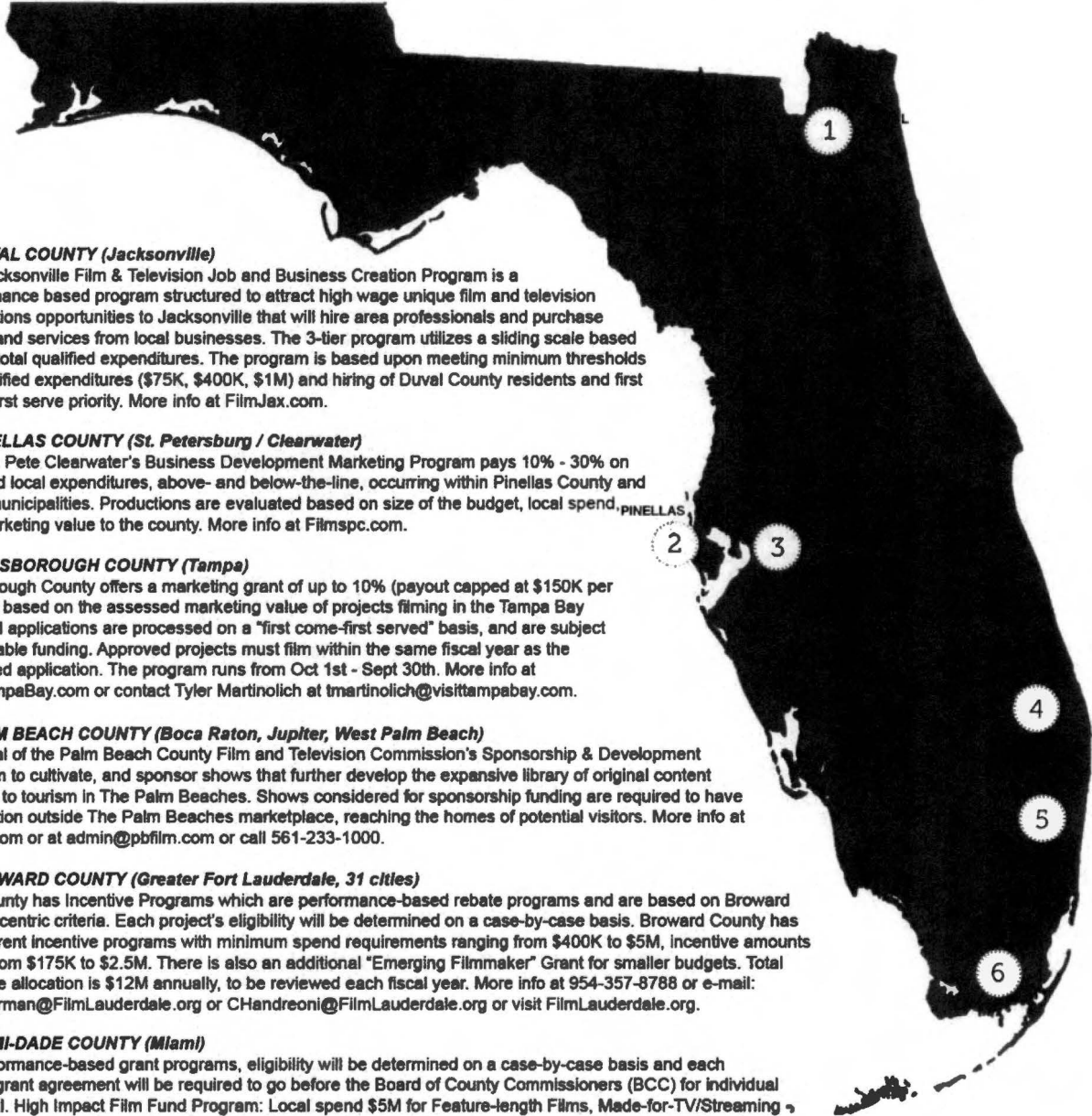
Contact Number

407-494-6195
John Lux, Executive Director



Florida Film Incentives

FLORIDA ENTERTAINMENT INDUSTRY SALES TAX EXEMPTION- Any qualified production company may be eligible for a sales-and-use tax exemption on certain production related purchases in Florida. To be exempt from Florida's sales tax at the point of sale, the production company must apply for a certificate of exemption. More info at FilmInFlorida.com.



1. DUVAL COUNTY (Jacksonville)

The Jacksonville Film & Television Job and Business Creation Program is a performance based program structured to attract high wage unique film and television productions opportunities to Jacksonville that will hire area professionals and purchase goods and services from local businesses. The 3-tier program utilizes a sliding scale based on the total qualified expenditures. The program is based upon meeting minimum thresholds on qualified expenditures (\$75K, \$400K, \$1M) and hiring of Duval County residents and first come-first serve priority. More info at FilmJax.com.

2. PINELLAS COUNTY (St. Petersburg / Clearwater)

Film St. Pete Clearwater's Business Development Marketing Program pays 10% - 30% on qualified local expenditures, above- and below-the-line, occurring within Pinellas County and its 24 municipalities. Productions are evaluated based on size of the budget, local spend, and marketing value to the county. More info at FilmSPC.com.

3. HILLSBOROUGH COUNTY (Tampa)

Hillsborough County offers a marketing grant of up to 10% (payout capped at \$150K per project) based on the assessed marketing value of projects filming in the Tampa Bay area. All applications are processed on a "first come-first served" basis, and are subject to available funding. Approved projects must film within the same fiscal year as the approved application. The program runs from Oct 1st - Sept 30th. More info at FilmTampaBay.com or contact Tyler Martinolich at tmartinolich@visittampabay.com.

4. PALM BEACH COUNTY (Boca Raton, Jupiter, West Palm Beach)

The goal of the Palm Beach County Film and Television Commission's Sponsorship & Development Program to cultivate, and sponsor shows that further develop the expansive library of original content specific to tourism in The Palm Beaches. Shows considered for sponsorship funding are required to have distribution outside The Palm Beaches marketplace, reaching the homes of potential visitors. More info at pbfilm.com or at admin@pbfilm.com or call 561-233-1000.

5. BROWARD COUNTY (Greater Fort Lauderdale, 31 cities)

The County has Incentive Programs which are performance-based rebate programs and are based on Broward County-centric criteria. Each project's eligibility will be determined on a case-by-case basis. Broward County has (6) different incentive programs with minimum spend requirements ranging from \$400K to \$5M, incentive amounts range from \$175K to \$2.5M. There is also an additional "Emerging Filmmaker" Grant for smaller budgets. Total incentive allocation is \$12M annually, to be reviewed each fiscal year. More info at 954-357-8788 or e-mail: SLighterman@FilmLauderdale.org or CHandreoni@FilmLauderdale.org or visit FilmLauderdale.org.

6. MIAMI-DADE COUNTY (Miami)

(3) Performance-based grant programs, eligibility will be determined on a case-by-case basis and each project/grant agreement will be required to go before the Board of County Commissioners (BCC) for individual approval. High Impact Film Fund Program: Local spend \$5M for Feature-length Films, Made-for-TV/Streaming Movies or TV/Streaming series. Tier 1: Local spend of \$1,000,000 or more with a maximum grant of \$100,000. Tier 2: Local spend of \$500,000 to less than \$1,000,000 with a maximum grant of \$50,000. Up to \$10M in recurring funds available per fiscal year. More info at FilmMiami.org. Additional Miami-Dade County programs below are stackable.

City of Miami Beach

\$10,000 grants with only \$25,000 local spend required. More info at FilmMiami.org.

Miami Beach Visitor and Convention Authority

Only available to scripted feature films, scripted television shows, documentaries, short films, tv or streaming service pilot or series, but excluding commercials, music videos, and all reality and reality-based programming. The applications will be reviewed by the MBVCA and verified by the City of Miami Beach Film and Print Office throughout the fiscal year. More info at miamibeachvca.com.

LHV Audio Services, Inc. & Raintree Reco	LHV Audio Services, Inc. & Raintree AUDIO / SOUND - ADR Mixing; http://www.lhvaudio.com	service@lhvaudio.com	(407) 295-3565	3417 Lake Breeze Road	Orlando	Orange County	32808	FL
Lightship Entertainment, Inc.	Lightship Entertainment, Inc. PRODUCTION COMPANIES - Dig http://www.lightshipent.com	production@lightshipent.com	(407) 447-4450	6150 MetroWest Blvd., Ste. 208	Orlando	Orange County	32835	FL
LMK Productions Inc.	ADVERTISING / MARKETING / P http://www.lmkproductions.com	mike@lmkproductions.com	(407) 256-3627	9460 Delegates Drive Ste. 120	Orlando	Orange County	32837	FL
Local 6 Advertising / WRMG	PRODUCTION COMPANIES - Dig http://www.local6.com	rhynes@wrmg.com	(407) 221-1276	4456 North John Young Pkwy.	Orlando	Orange County	32839	FL
Made For More Productions	EDITING / POST - Editor; PROD. http://www.madeformoreprod.com	delany@madeformoreproduction.com	(850) 443-3105	2004 Cornell Ave	Winter Park	Orange County	32789	FL
Mansfield Entertainment, Inc.	PRODUCTION COMPANIES - Digital & Video	emans@631@aol.com	(311) 287-3961	7246 Della Drive	Orlando	Orange County	32819	FL
Marten Kaufman Production Services	PRODUCTION COMPANIES - Prc http://www.martenkaufman.com	mksps@cl.r.com	(407) 399-5128	1025 Parkway Cove Court	Gotha	Orange County	32754	FL
Media With A Message	PRODUCTION COMPANIES - Prc http://www.mediawithamessage.com	paul@mediawithamessage.com	(407) 592-6777	P.O. Box 195 777	Winter Springs	Seminole County	32719	FL
Mertz Production LLC	PRODUCTION COMPANIES - Dig http://www.mertzsolutions.com	info@mertzcrew.com	(407) 852-2900	13538 Village Park Drive, Ste. 235	Orlando	Orange County	32857	FL
Messina Productions, Inc.	AUDIO / SOUND - Music Comp http://www.messina.com	scott@messina.com	(407) 909-0403	P.O. Box 1390	Wintermere	Orange County	32766	FL
MezoMedia Productions	PRODUCTION COMPANIES - Dig http://www.mezomedia.com	jack@mezomedia.com	(407) 927-8160					
Mike Fuller Group	EQUIPMENT RENTAL - Camera http://www.mikefullergroup.com	mike.fuller@mikefullergroup.com	(407) 292-2727	3417 Lake Breeze Road	Orlando	Orange County	32808	FL
Mindzey Productions	PRODUCTION COMPANIES - Prc http://www.mindzey.com	mattspalding@gmail.com	(407) 492-4156	51921 Railroad Grade Road	Altosna	Lake County	32702	FL
MODERN DIGITAL PRODUCTIONS	ART DIRECTOR; ART DEPARTMENT - Production	MODERNDIGITALPROS@GMAIL.COM	(407) 722-1802	2005 Tre Fork Lane #113	Longwood	Seminole County	32750	FL
Monkey's Uncle Production, LLC	PRODUCTION COMPANIES - Dig http://www.monkuncpro.com	info@monkuncpro.com	(407) 803-8539	4145 Cummings St.	Orlando	Orange County	32828	FL
MyMediaWorks	PRODUCTION COMPANIES - Prc http://www.mymediaworks.com	janetp@mymediaworks.com	(800) 809-6741	111 N. Magnolia Ave., Ste. 1600	Orlando	Orange County	32801	FL
NG Production Films, Inc.	PRODUCTION COMPANIES - Adv http://www.ngproductionfilms.com	jon@ngproductionfilms.com	(407) 233-3236	803 International Pkwy., 5th Floor	Lake Mary	Seminole County	32746	FL
O2 Pictures	PRODUCTION COMPANIES - Prc http://www.o2pictures.com	info@o2pictures.com	(407) 812-9102	11 Lake Gathin Road	Orlando	Orange County	32806	FL
Odyssey Creative, LLC	EQUIPMENT RENTAL - Editing E http://www.odysseycreative.com	mcollins@odysseycreative.com	(407) 418-1357	130 S. Orange Ave., Ste. 204	Orlando	Orange County	32801	FL
Orlando Magic Broadcast Services	PRODUCTION COMPANIES - Prc http://www.orlandomagic.com	jenhart@orlandomagic.com	(407) 916-2965	400 W. Church St. Ste. 250	Orlando	Orange County	32801	FL
Orlando Webcasts	NEW MEDIA & DIGITAL CONTEI https://www.orlandowebcasts.com	info@orlandowebcasts.com	(407) 362-9490	7380 W. Sand Lake Rd. Suite 500	Orlando	Orange County	32819	FL
Over Jupiter LLC	PRODUCTION COMPANIES - Dig http://paulate.com	paul@paulate.com	(513) 200-4406	13201 Heather Moss Dr #1519	Buena Ventura Lakes	Osceola County	32837	FL
Oxenfree Film & Motion	PRODUCTION COMPANIES - Co http://www.oxenfree.com	contact@oxenfree.com	(386) 341-8545	37 N. Orange Ave. Suite #800G	Orlando	City Of Orlando	32801	FL
Oxenfree Film & Motion	PRODUCTION COMPANIES - Co http://www.oxenfree.com	hello@oxenfree.com	(321) 300-7576	37 N Orange Ave	Orlando	City Of Orlando	32801	FL
PEI Graphic Technology	EQUIPMENT RENTAL - Editing E http://www.profilieast.com	kmiteff@profilieast.com	(800) 634-9144	4248-S Town Center Blvd.	Orlando	Orange County	32837	FL
Pier Productions, Inc.	EQUIPMENT RENTAL - Editing E http://www.pierproductions.com	info@pierproductions.com	(407) 234-3568	P.O. Box 772067	Orlando	Orange County	32877	FL
Pink Sneakers Productions	PRODUCTION COMPANIES - Dig http://www.pinksneakers.net	info@pinksneakers.net	(407) 464-2080	1000 Colour Place	Apopka	Orange County	32703	FL
Pitcher Point Productions, LLC	ADVERTISING / MARKETING / P http://www.pitcherpointfilms.com	pitcherpoint@yahoo.com	(407) 923-5416	9320 Orange Blossom Road	Howey-in-The-Hills	Lake County	34737	FL
Possibility Pictures, LLC	PRODUCTION COMPANIES - Dig http://www.possibilitypictures.com	kim.possibilitypictures@ic.com	(407) 412-9212	189 S. Orange Ave., Ste. 1700	Orlando	Orange County	32801	FL
Post FX Digital	PRODUCTION COMPANIES - Dig http://www.postfxdigital.com	Deen@postfxdigital.com	(407) 299-8114	2471 N. John Young Pkwy.	Orlando	Orange County	32804	FL
Premise Entertainment	PRODUCTION COMPANIES - Adv http://www.premiseentertainment.com	studio@premiseentertainment.com	(407) 345-9800	2000 Universal Studios Plaza Ste 700-B	Orlando	Orange County	32819	FL
Premium Grain Productions	ADVERTISING / MARKETING / PR - EPK- ART DEPARTMENT - Art	Premiumgrainproductions@gmail.com	(913) 725-8416	2005 Tree fork line #113	Longwood	Seminole County	32750	FL
Production Media Group, The	PRODUCTION COMPANIES - Dig http://www.productionmediagroup.com	info@productionmediagroup.com	(321) 278-6708	8619 Bay View Court	Orlando	Orange County	32836	FL
Production Sound Solutions, Inc.	AUDIO / SOUND - Sound Equip http://www.pro-sound.com	ahmed.f@pro-sound.com	(954) 289-4770	4549 N Powerline Road	Oakland	Orange County	32309	FL
Purple Cow Productions, Inc.	PRODUCTION COMPANIES - Dig http://www.purplecow.tv	joe@purplecow.tv	(407) 905-4455	P.O. Box 770367	Winter Garden	Orange County	34777	FL
Q Media Productions, Inc.	NEW MEDIA & DIGITAL CONTEI http://www.qmediaproducts.com	info@qmediaproducts.com	(407) 654-7067	541 N. Boyd St.	Winter Garden	Orange County	34782	FL
Resolution Productions	EQUIPMENT RENTAL - Editing E http://www.resolutionproductions.com	jeff@resolutionproductions.com	(407) 999-5151	733 Stetson St.	Orlando	Orange County	32803	FL
Secret Legion Productions	PRODUCTION COMPANIES - Dig http://www.secretlegion.com	phil.zizza@secretlegion.com	(407) 224-6026	1000 Universal Studios Plaza, Bldg. 22A	Orlando	Orange County	32819	FL
Show Partners	PRODUCTION COMPANIES - Filr http://www.showpartners.com	michaelm@showpartners.com	(321) 257-1850	217 Altamonte Commerce Blvd., Ste. 1206	Altamonte Springs	Seminole County	32714	FL
SkyDog Productions/Possibility Pictures	PRODUCTION COMPANIES - Filr http://www.bobbyjarnesthompson.com	skydogproductions@mac.com	(407) 601-7878	64 Concord Street	Orlando	Orange County	32801	FL
Skystorm Productions	POST PRODUCTION - Video Pos http://www.skystorm.com	info@skystorm.com	(407) 328-4747	103 Commerce Street, Suite 100	Lake Mary	Seminole County	32746	FL
SPARK Productions	PRODUCTION COMPANIES - Digital & Video	stanz@sol.com	(407) 656-5543	3625 Orlando Lake Drive	Winter Garden	Orange County	34787	FL
Spy Group LLC	PHOTOGRAPHER - General/Fast http://www.spygroup.com	info@spygroup.com	(407) 982-3051	189 S Orange Ave. 1530B	Orlando	Orange County	32801	FL
Starling Productions, Inc.	PRODUCTION COMPANIES - Dig http://www.starling.com	robert@starling.com	(702) 810-5707	P.O. Box 690998	Orlando	Orange County	32869	FL
Stars North	PRODUCTION COMPANIES - Dig http://www.starsnorth.com	production@starsnorth.com	(321) 278-6708	P.O. Box 470181	Celebration	Osceola County	34747-0181	FL
Steele, Kellen	PHOTOGRAPHER - Aerial: PHOT http://pbxturefilms.com	pbxturefilms@gmail.com	(407) 202-2244	1708 Shady Ridge Ct.	Orlando	Orange County	32807	FL
STORY CAMP STUDIOS	PRODUCTION COMPANIES - Prc http://www.storycampstudios.com	vanessa@storycampstudios.com	(415) 964-8445	4102 Omega Way	Kissimmee	Osceola County	34746	FL
Stunt Action Coordinators, Inc.	PRODUCTION COMPANIES - Prc http://www.kahanastunts.com	tsunt@kahanastunts.com	(352) 428-4561	P.O. Box 127	Groveland	Lake County	34736	FL
Sunfire Communications Inc.	PRODUCTION COMPANIES - Dig http://www.sunfirecommunications.com	ron@sunfirecommunications.com	(407) 226-8226	7751 Kingspointe Pkwy., Ste. 104	Orlando	Orange County	32819	FL
SVI Media Group, Inc.	EQUIPMENT RENTAL - Editing E http://www.svim.com	scott@svim.com	(407) 869-7400	1180 Spring Centre S. Blvd #304	Altamonte Springs	Seminole County	32714	FL
Swanson Production Partners	MOBILE UNITS - Hair & Make-up http://www.swansonproductionpartners.com	teammwanson1@earthlink.net	(407) 948-0589	3009 Wesslen Dr	Winter Garden	Orange County	34784	FL
Tax Credits LLC	PRODUCTION COMPANIES - Prc http://www.taxcredits.com	nbarrososa@taxcredits.com	(787) 379-1846	656 E. 6th Ave	Wintermere	Orange County	34786	FL
The Robert Cerrri Group	ADVERTISING / MARKETING / P http://www.robertcerrri.com	rcerrri@robertcerrri.com	(407) 517-4762	5306 Plantation Lakes Circle	Orlando	Orange County	32771	FL
TikVision Media	PRODUCTION COMPANIES - Dig http://www.tikvisionmultimedia.com	chrisa@tikvisionmultimedia.com	(407) 851-0936	3965 Town Center Blvd. #131	Orlando	Orange County	32837	FL
TinMen	EQUIPMENT RENTAL - Editing E http://www.tinmenonline.com	heather@tinmenonline.com	(407) 237-0983	1011 Virginia Drive #101	Orlando	Orange County	32803	FL
Top Spot Productions	PRODUCTION COMPANIES - Dig http://www.topspot.com	christi@topspot.com	(407) 878-4247	778 Silver Cloud Circle #102	Lake Mary	Seminole County	32746	FL
True Light Media	PRODUCTION COMPANIES - Adv http://www.truelightmedia.com	info@truelightmedia.com	(407) 745-1543	8637 Fort Shea Ave.	Orlando	Orange County	32822	FL
Unknown Media	EQUIPMENT RENTAL - Camera http://www.unknownmedia.net	dresnecke@unknownmedia.net	(407) 730-4690	2365 Palm Way	Oviedo	Seminole County	32765	FL
Unknown Media	PRODUCTION COMPANIES - Dig http://www.unknownmedia.net	contact@unknownmedia.net	(407) 730-4690	4309 Hickory Stone Circle	Orlando	Orange County	32829	FL
Vibrant Media Productions	PRODUCTION COMPANIES - Co http://www.vibrantmedia.com	vibrantmedia@vibrantmedia.com	(321) 328-7199	1035 S Semoran Blvd #1012	Winter Park	Orange County	32792	FL
VisionTrip Media Company, LLC	NEW MEDIA & DIGITAL CONTEI http://www.visiontripmedia.com	mitch@visiontripmedia.com	(407) 227-8722	4037 Crossroads Place	Casselberry	Seminole County	32707	FL
Visual Impact Communications, Inc.	PRODUCTION COMPANIES - Dig http://visualimpactfla.com	ed@visualimpactfla.com	(407) 767-9774	760 Florida Central Pkwy., Ste. 212	Longwood	Seminole County	32750	FL
We B Video	EQUIPMENT RENTAL - Editing E http://www.webe.tv	jo@webe.tv	(407) 298-8778	2180 W. S.R. 436, Ste. 1150	Longwood	Seminole County	32779	FL
Whitney Media Productions	EQUIPMENT RENTAL - Camera http://www.whitneymedia.tv	scott@whitneymedia.tv	(407) 489-4168	405 West 18th Street	Sanford	Seminole County	32771	FL
Willson, Nikki	PRODUCTION COMPANIES - Prc http://shootthebox.com	shootthebox@gmail.com	(407) 454-4251	9506 Darien Avenue	Orlando	City Of Orlando	32817	FL
Yard Media	POST PRODUCTION - Computer http://www.yardmedia.com	info@yardmedia.com	(407) 657-1361	1364 Howell Branch Road, Ste. 202	Winter Park	Orange County	32792	FL
Yellow Rick Road Productions, LLC	PRODUCTION COMPANIES - Dig http://www.rickroadproductions.com	melenie@rickroad.com	(321) 945-4208	1026 Dunraven Drive	Winter Park	Orange County	32792	FL
Zebra Media Productions, Inc.	EQUIPMENT RENTAL - Editing E http://www.zebramedia.com	rhettt@zebramedia.com	(407) 355-7750	Spring Lake View Production Center, 7345 Sand Lake Road #211	Orlando	Orange County	32819	FL