

## Introduction

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The Miami Beach Visitor and Convention Authority (MBVCA) is pleased to announce a production incentive grant for qualified projects that film in Miami Beach. The applications will be reviewed by the MBVCA and verified by the City of Miami Beach (CMB) Film and Print Office throughout the fiscal year.

### MBVCA Mission Statement

To proactively recruit, develop, promote, and financially support and partner with events, festivals, programs and activities that are innovative, high quality and representative of our City, which garner positive or noteworthy media awareness, which enhance and augment the reputation of Miami Beach and the experience for tourists, year-round, or which significantly impact our local hospitality and culinary business.

The MBVCA is a seven-member authority, appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as an outstanding tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to help Miami Beach thrive as a destination with something for everyone.

## Procedures & Eligibility Requirements

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**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), and short films. This incentive is not available to all excluded Programming (as defined below). For purposes of this incentive, any multi-episode production, such as a season of a television series, is considered one unique production.**

- o **“Production(s)”** means motion picture film or television exploited through any and all streaming service video-on-demand (SVOD, AVOD, TVOD, etc.) and OTT platforms (i.e. Netflix, Hulu, Prime Video, Sling TV, HBO Max, Disney +, Peacock, Apple TV, Roku), 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 television pilot program; a presentation for a television pilot program; a television series, including, but not limited to, a drama, a comedy, a soap opera, a telenovela, a game show, an awards show, or a miniseries production. One season of a television series is considered one Production. A production may be produced on or by film, tape, or otherwise by means of a motion picture camera; electronic camera or device; tape device; computer; any combination of the foregoing; or any other means, method, or device.
- o **“Excluded Programming”** means news or current events programming, talk shows, sports programming (sporting event or a sporting event broadcast), gala or awards shows, infomercials/promotional content/commercials, political ads/material, commercials, music videos, and all reality and reality-based programming, a weather or market program, a gala; a production that solicits funds; a home shopping program; a political program; a political documentary; political advertising; a gambling-related project or production; a concert production; a local, regional, or Internet-distributed-only news show or current-events show; a sports news or sports recap show; a pornographic production; or any production deemed obscene under chapter 847.

## Allowable Expenses

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- o Miami Beach location fees including rental of Miami Beach venues such as hotels (event venue space only), theaters, restaurants, etc.
- o Equipment rental from Miami Dade County businesses, with corresponding production dates in Miami Beach, to include trucks, RVs, cameras, lighting, staging, props, tents, solely for the use of the production.

## Additional Requirements

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- o Interested parties must submit a **pitch letter** to include Production Company Name, Email, Phone/Fax Numbers, and Address to the MBVCA, via email no later than 45-60 days pre-production. Production information to include: title, date, production days and dates, including pre and post, Director Name, Producer Name, and detailed filming locations; Letter of verification from City of Miami Beach Film Office confirming contact/film permit application; one paragraph summary of production. If approved, grant application/required documents will be required within 30 days and Board will review during their next scheduled Board meeting (or period/quarterly)
- o All required documents and receipts to prove qualification of incentive award must occur and be provided with the completed grant application, at least 30 days upon pitch letter approval
- o Applicant/Production Company must provide a copy of their reviewed and/or audited financial statements, inclusive of a profit and loss statement, **for the last completed fiscal year or 6 months, whichever is greater, at the time of application submission.** Reviews and Audits may be conducted using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services of the AICPA, for tax-basis financial statements. Note: If a CPA's letter of engagement is submitted with the grant application and the grant is awarded, the grant contract will not be released until the required financials are submitted and approved by the MBVCA Administration. A fully executed grant contract must be on file prior to the start of the event for the grant to remain valid; otherwise, the grant is automatically rescinded by the Administration. All documentation must be submitted in its original format during MBVCA regular business hours (M-F, 9:00 am – 5:00 pm, excluding holidays)
- o Applicant organizations must be incorporated for a minimum of 6 months from the production start date to be eligible to apply for a grant. If applicant organization has been incorporated less than 6 months, a Fiscal Agent, with a minimum of one year of incorporation from the production start date, may apply on their behalf.
- o Eligible productions must begin within 90 days of the date indicated within the grant application in order to prevent the rescinding of an award
- o Eligible productions must demonstrate no less than **200 (two hundred) hotel room nights** confirmed in Miami Beach, via hotel originated receipt, manifest or contract/agreement.
- o Eligible productions must file permits with the Miami Beach Office of Film and Print to film for no less than 7 full production days or 50% of total production, in the City of Miami Beach, excluding City-wide permits, Driving Shots, Aerial uses, or production that affects this type of permit. A production day is defined as a full day of filming (this does not include prep time, load in/out). The filming of B-Roll shall not contribute to the calculation of a full production day. In the event B-roll footage is being collected on the same day of actual filming, at least four hours must be dedicated to filming the actual production and such a day would be deemed a partial production day based on the percentage of actual filming relative to 8 full hours of filming (e.g. 4 hours of actual filming would be deemed 50% of a full production day).
- o Eligible productions must utilize their required Miami Beach production days within the fiscal year in which the grant was awarded. The fiscal year is defined as October 1 – September 30. Actual production/filming dates must begin by September 30<sup>th</sup> of the fiscal year in which the grant was awarded in order to remain valid.
- o Miami Beach production budget must be at least \$200,000.
- o Unique productions may apply one time during the fiscal year and may not receive funding from multiple funding periods for the same project.

## Promotional Requirements

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- Non-use of the MBVCA logo is a contractual violation and may result in loss of funding support. Given the timing of events and Board review, organizations may want to obtain acknowledgement materials from the MBVCA Administrator for advance use; however, advance use of the MBVCA logo and credits line will not affect Board deliberations about the funding merits of a program. Please check with the MBVCA Administrator for any changes to existing logos.
- Thank the Miami Beach Visitor and Convention Authority (MBVCA) and City of Miami Beach in end credits and include the Miami Beach VCA and "Made in Miami Beach" logos.
- The MBVCA will include specific language/messaging provided by the grantee within its social media accounts to include Facebook, Instagram, and Twitter. In turn, the Grantee agrees to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - @ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and Twitter - @EMiamiBeach. **The Grantee agrees to post a MINIMUM OF six (6) pieces of content, per channel to include: 3 pieces of content with tags during their live activation in-market and in real time (2 stories and 1 in-feed post) PLUS 3 pieces of post-event content with appropriate tags within 10 days of the activation dates.** In addition, the Grantee will provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the last posting. Proof of engagement and other key metrics must be generated from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event.
- The City of Miami Beach must be listed as a location in the production's Internet Movie Database (IMDb) page.

## Funding Procedures

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The MBVCA Board will meet throughout the fiscal year to determine funding for the Film Incentive Grant Program. The grant program is announced through published and disseminated guidelines, and legally advertised deadlines. The grant program requires organizations to show evidence of matching funds from other public and private sector sources. Once the panel has reviewed a proposal and funding was awarded or denied, the applicant organization cannot return to the MBVCA in the same fiscal year for the same project or proposal. **An organization may apply only once for any one project or event within a funding period.**

An organization applying as Fiscal Agent for an individual or another organization may apply again in a separate grant category during the fiscal year for another project. **Fiscal agents** must fill out the 'Fiscal Agent Form' and include it as part of their applications. Forms may be obtained from the MBVCA Administrator. The Fiscal Agent becomes the legal applicant of record, redistributes the funds to the intended recipient, and is entirely responsible for all published requirements of the grants program. These include contracts, revised budgets, fiscal records and reports.

Non-use of the MBVCA logo is a contractual violation and may result in loss of funding support.<sup>1</sup> Given the timing of events and application review, applicants may want to obtain acknowledgement materials from the MBVCA Administrator for advance use; however, advance use of the MBVCA logo and credits line will not affect Board deliberations about the funding merits of a program. **Please check with the MBVCA Administrator for any changes to existing logos.**

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<sup>1</sup> For the duration of the grant, the Grantee shall prominently acknowledge the participation of the MBVCA in all press releases, publications, and promotional materials presented to the media or otherwise disseminated or published material concerning the project. Failure to comply with this request may affect the applicant's future funding.

## Financial Policies

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**The maximum amount requested is a 1/4 of the actual production budget for production days in Miami Beach, up to \$50,000.**

All programs are contingent upon the approval of the annual budget by the City of Miami Beach Mayor and Commission. Any diminution in budget funding levels to the MBVCA will reflect in a reduction of the grant award in the same percentage.

The MBVCA shall not be considered the sole source of funding. Applicants must provide their entire program budget. The full production budget must show confirmed funding from outside sources. This budget must show sponsors, who have been secured prior to seeking support from the MBVCA and indicate those funding sources in the budget portion of the application. **Applicants must demonstrate a minimum of a four-to-one funding ratio. In addition to applying to the MBVCA, all organizations are encouraged to explore financial support from other funding agencies such as the City of Miami Beach Film and Print Office at 305.673.7577 or at <https://www.miamibeachfl.gov/city-hall/tourism-culture-and-economic-development/film-print/> or at the Miami Dade Office of Film & Entertainment at 305.375.3288 or at [www.filmiami.org](http://www.filmiami.org)**

MBVCA grants are paid upon performance; therefore, funding is provided on a reimbursement basis. If a project is cancelled; has a significant venue change where 50% of the project is no longer taking place within the City of Miami Beach; dates change to where it no longer takes place within the fiscal year in which the grant was awarded, or other circumstance not mentioned above, the grant will be reviewed and possibly rescinded.

A MBVCA grant carries no commitment of future support. Organizations whose grants have been rescinded due to non-performance must wait a full fiscal year in order to re-apply. Fraudulent documentation and/or activity will suspend the organization and/or event from returning to the MBVCA for funding. Re-instatement for funding ability is Board determinant.

In order to receive reimbursement, the applicant must show proper documentation including invoices, and the front and back of cancelled checks. Applicant must also have completed all paperwork, including contract, reports, and evaluations **within 60 days of the completion of production or following a 30-day hiatus of production activity as outlined within the production schedule provided.** The formal reimbursement requests must be completed on the "Request for Reimbursement" sheet in a cohesive, line-itemed manner. Any goods or services listed in the "Funding Restrictions" section, and/or invoices and expenses incurred prior to the grant award date will not be considered. A MBVCA grant carries no commitment of future support.

## Procedural Policies

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Programs must take place within the City of Miami Beach in the 2024/2025 fiscal year (October 1, 2024 through September 30, 2025).

Once the panel has reviewed a proposal and funding was awarded or denied, the applicant organization cannot return to the MBVCA in the same fiscal year for the same project or proposal. An organization may apply only once for any one project or event within a funding period.

An organization applying as Fiscal Agent for an individual or another organization may apply again in a separate grant category during the fiscal year for another project. Fiscal agents must fill out the 'Fiscal Agent Form' and include it as part of their applications. Forms may be obtained from the MBVCA Administrator. The fiscal agent becomes the legal applicant of record, redistributes the funds to the intended recipient, and is entirely responsible for all published requirements of the grants program. These include contracts, revised budgets, fiscal records and reports. **Fiscal Agents may only be utilized by first-time applicants. After said year, organization must be the grantee and meet all requirements as outlined within the grant program guidelines.**

Applicants should be prepared to make a brief presentation about their program and be ready to respond to questions from the MBVCA Board. Applicants must be present at the meeting to be considered for funding.

**Grant recipients must include the following credit: "Made possible through a grant by the Miami Beach Visitor and Convention Authority Film Incentive Grant Program". When possible, the Miami Beach VCA logo, as provided by MBVCA staff, shall be used in addition to this credit. Should the production/studio/network host a local (Miami area) screening or premiere of the final project, best efforts will be made to invite MBVCA staff and board members.**

## Funding Restrictions

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### The following are not eligible for funding support:

- Administrative Expenses to include payroll taxes, medical insurance, worker's compensation, pension contributions, etc.
- Administrative Salaries/Labor Costs/Artist Fees/Performer Fees
- Application (App) Development and/or Maintenance
- Capital expenses and permanent equipment
- City Services (permit fees, parking permit fees/meter rental fees, beach access passes, insurance, etc.)
- Costs associated with a vendor who is partially or wholly owned by the grantee organization/production company
- Expenses incurred prior to grant award date.
- Fiscal Agents may not be used by organizations that are applying to or receiving funding from the CMB Cultural Affairs Program (CAP), during the current fiscal year
- Incomplete or misrepresented applications
- News or current events programming, talk shows, sports/sports programming, gala or awards shows, infomercials/promotional content/commercials; political ads/material, commercials, music videos, and all reality and reality-based programming
- Operational Expenses (utilities, office rental costs, legal fees, payroll fees, insurance, etc.)
- Organizations failing to meet Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act requirements
- Organizations that are currently applying or have received a grant from the CAP
- Organizations which have not filed their Final Report for prior MBVCA funded programs.
- Production expenses associated with a special event funded by the MBVCA and/or CAC
- Production expenses for programs which do not take place within the fiscal year
- Productions that do not wholly or substantially take place within the City of Miami Beach
- Publications not directly associated with the promotion of an event
- Shipping, Freight and/or Packaging expenditures
- Television specials, commercials, music videos, and all reality and reality-based programming
- Travel and/or Hospitality costs
- Website Design/IT Development and Maintenance

## Application Instructions and Evaluation

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The grant award process will be discussed completely after pitch is approved, as well as award funding constraints, contract performance specifications, reporting and monitoring procedures, and enforcement provisions. Failure to meet the specified timelines will result in application disqualification. **Failure to submit appropriate eligibility documents at time of pitch submission will also result in disqualification.**

Any application that has not met the requirements outlined in these guidelines shall not be reviewed by the MBVCA Board.

Changes in projects – i.e. budget, location, date, etc. – that may alter your eligibility into the program must be reported to the Administration's office immediately in writing. Any organization with a budget that has decreased or increased by more than 10% may be required to return to the MBVCA for re-evaluation and approval of such changes.

Project funding will be in jeopardy if procedures are not followed and organizations will risk losing all or part of the grant award.

**Please Note: All organizations must be registered as lobbyists with the City of Miami Beach City Clerk's office prior to presenting to the MBVCA board. For more information, please call 305-673-7411 or visit [www.miamibeachfl.gov](http://www.miamibeachfl.gov).**

## Application Attachments

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### Each application must have the following attachments:

- A copy of their reviewed and/or audited financial statements, inclusive of a profit and loss statement, for the last completed fiscal year or 6 months, whichever is greater, at the time of application submission. Reviews and Audits may be conducted using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services of the AICPA, for tax-basis financial statements.
- Brief bio of key personnel to include director, producer, main talent
- Brief organizational history
- City of Miami Beach Lobbyist Registration application copy and receipt from City Clerk's office or proof of Annual Lobbyist Registration completion provided by the City Clerk's Office for past Lobbyists
- Confirmation of contracted hotel room nights through fully executed Miami Beach hotel contracts
- Full Distribution Plan
- Full Production Budget – Below the Line Expenditures
- One-page organizational history
- One support letter from the City of Miami Beach Film and Print Office
- One support letter from the City of Miami Beach Production Industry Council
- Proof of Financing
- Questionnaire (provided by staff/available on website)
- Script Copy
- Table of Contents for all attachments
- Two additional letters of support from locations being utilized (hotels, private homes, restaurants, etc.)

### The following attachments are required if applicable to the application:

- A copy of the previous year's completed MBVCA Final Report
- Fiscal Agent Form
- Letter of engagement from independent accountant for review/audit completion (if awarded, grant contract will not be released until financials are submitted). Letter must come directly from CPA Firm via email or fax.