

## CHAPTER VI

# RECOMMENDATIONS FOR ENHANCING THE MOTION PICTURE AND RECORDING INDUSTRY IN THE CITY OF MIAMI'S FEC CORRIDOR

While the purpose of this study is to focus on the Motion Picture and Sound Recording Industry's economic development potential within the FEC Corridor, it is important for the City of Miami to consider how the industry organizes and operates within that larger network, particularly here in Miami-Dade.

## A. Background

The following section recommends specific steps the City of Miami can pursue to expand the existing economic development capacity of the Motion Picture and Sound Recording Industry. It must first be recognized, however, that the Motion Picture and Sound Recording Industry is part of a larger regional cluster with Miami-Dade serving as the core of the Industry's network in South Florida. And, while the purpose of this study is to focus on the Motion Picture and Sound Recording Industry's economic development potential within the FEC Corridor, it is important for the City of Miami to consider how the industry organizes and operates within that larger network, particularly here in Miami-Dade. As such, the following includes general recommendations for enhancing the Industry's existing economic development capacity in Miami-Dade followed by specific recommendations for furthering that capacity within the City of Miami's FEC Corridor.

## B. General Observations

The following are the FIU study team's general observations regarding the current economic development status of the Motion Picture and Recording Industries in Miami-Dade:

- There appears to be a disconnect between government and the businesses that comprise the Motion Picture and Recording Industries.
- The City of Miami and the Miami-Dade County, for example, are focused on marketing and public relations to the outside.
- The Industries, on the other hand, want government to address local issues (e.g. production infrastructure, tax relief, permitting and neighborhood issues such as parking, street lighting etc.)
- Both strategies need to be re-emphasized. For instance, marketing is needed to attract businesses to Miami-Dade, but the issues that affect local businesses must be addressed in order to improve the local business environment.



## C. General Recommendations for the Motion Picture & Recording Industries

- Develop a retention/attraction strategy for small businesses associated with the Motion Picture and Recording Industries to locate in Miami by providing incentive packages such as loans, grants, and tax abatements.
- Develop a concrete and effective incentive package for filmmakers that is in proportion to the cost of the project. For example, offer up to one million dollars in incentives and rebates to major productions of \$10 million or more.
- Continue to coordinate and streamline the permitting system and standardize the regulations for film & entertainment productions in all cities in Miami-Dade.



- Encourage the Cities of Miami and Miami Beach to develop a one-stop-shop for permitting and other services related to film & entertainment production.
- Increase County and State efforts in publicizing existing incentives, such as the sales tax exemption.
- Leverage resources among cities and agencies to help market the Motion Picture and Recording Industries in Miami-Dade.
- Develop and support a formal partnership between the various Film Commission offices in Miami-Dade and Broward Counties.
- Create a property tax cap in the Art & Entertainment District for businesses associated with the industries.
- Hold more high visibility industry events that highlight Miami as an important entertainment City (particularly Latin media events).
- Facilitate the organization of important media events in the Cities of Miami and Miami Beach by assuring that the event coordinators receive assistance in obtaining permits and coordinating City services (e.g. police protection and traffic control)

## D. Issues Relating to the FEC Corridor

The following issues address the economic development potential of the Motion Picture and Recording Industries within the FEC Corridor. The issues are presented as strengths/opportunities and threats/weaknesses:

### STRENGTHS AND OPPORTUNITIES

- The architecture and urban feel of the FEC Corridor help to attract people from the art world.
- The proximity to Miami Beach is very important to the industry.
- The Performing Arts Center will help to attract businesses to the area. There are plans to make the area a destination for entertainment and restaurants.
- The high rents and growing regulations on the Beach are causing people in the industry to seek other locations. They have lost 50 businesses. Some of these businesses are locating in the FEC Corridor.
- The FEC Corridor is becoming “hip” with artists.

### THREATS AND WEAKNESSES

- Investors have not seen a commitment from the City of Miami to revitalize the Arts & Entertainment District. The City has not been cooperative in addressing basic problems such as parking and police protection.
- The American Airlines Arena and other similar projects have not created growth in the surrounding areas. Some believe the same will be the case with Performing Arts Center unless pro-active measures are taken to create a destination around the Center. “An entertainment destination will save the Performing Arts Center. It’s not the other way around.”
- Property taxes have increased substantially. This is a concern to those who have purchased properties in the area. Unlike residences, business owners are not protected from increasing taxes.

- Prices of real estate in the FEC Corridor are appreciating rapidly and getting too expensive for the industry (the industry requires low overhead)
- There is a sense among businesses that the proposed expansion of I-395 will disrupt the area with an estimated period of construction of 10 years. This will serve to scare away potential investors and businesses, as well as clients.
- Trucks traffic is an issue. It is difficult to maneuver in the narrow streets of the Corridor. Access to the highway may also be a problem for trucks since there are plans to restrict access.
- Assemblage of land in the FEC Corridor is difficult because the industry requires large parcels of land
- Zoning changes are needed to allow for expansion and build out.

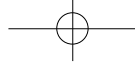
#### COMPETING CORRIDORS FOR THE MOTION PICTURE AND RECORDING INDUSTRIES

- South Beach
- Coral Way
- Coral Gables
- Brickell Village
- Omni Area
- Douglas Road

- 8th Street

#### E. Recommendations for the FEC Corridor

- Create a “Miami Motion Picture and Sound Recording District” that complements the existing Arts and Entertainment and Design Districts. This will require the City to make the area safe and attractive. It will also require the City to assist restaurants and other entertainment facilities that are interested in locating in the area to obtain the necessary permits and licenses. The creation of the District should occur prior to the opening to the Performing Arts Center. The District should have the following:
  - Clearly delineated boundaries with associated gateway and public infrastructure improvements
  - A cap on property taxes for motion Picture and recording businesses
  - A business association that collects fees to oversee the maintenance of the area
  - An area that is restricted for film & entertainment use only. This will be for film shoots and other productions.
  - A clear and workable access to capital to serve as a business incentive particularly



## CHAPTER VII

# FURNITURE AND FABRICATED METALS MANUFACTURING

The City of Miami Targeted Industry Study combines Furniture and Fabricated Metals under the rubric of “design manufacturing.”

