

LETTERS TO THE EDITOR FEBRUARY 11, 2016 6:30 PM

Let's entice the film industry again

HIGHLIGHTS

Re the Feb. 10 article *Tax incentives helped encourage Telemundo expansion in Miami-Dade*: It's good news to learn that our local film and television industries are being appreciated as a powerful economic engine and international public relations resource.

It was wise of the state of Florida and the Beacon Council to help NBCUniversal Telemundo Enterprises build a new \$250-million global headquarters in Miami. Florida will provide \$5.5 million of a High Impact Performance Incentive and a Capital Investment Tax Credit, while the Beacon Council will ante up an additional \$3 million for the Target Jobs Incentive Fund.

Larry Williams, president and CEO of The Beacon Council, said that, "Miami is becoming one of the biggest media hubs in the U.S. There's New York, Los Angeles and then there's Miami. We are already No. 1 in Spanish-language media. Telemundo will bring more pre- and post-production jobs, content creators, software developers and engineers for their digital components."

South Florida once benefited enormously when many films, TV shows, music videos and commercials were produced here. *Miami Vice*, *Burn Notice*, *The Glades*, *Marley & Me* and *True Lies*, all helped generate millions for our economy and showcased us around the world as a great place to visit and live. This was accomplished because, at that time, we actually had Florida Film Tax Incentives to offer. Since they were halted, our robust film and TV industry moved on.

So, until Florida Film Tax Incentives are restored, it's really up to the local municipalities and organizations, such as the Beacon Council, to step up to the plate. They need to work together and effectively motivate the industry to return by offering discounts.

Let's reach out to the film industry and assure it that, once again, it is most welcome here.

HARRY EMILIO GOTTLIEB, COCONUT GROVE



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