



## COMMERCIAL PRODUCTION PROGRAM APPLICATION

### Overview

The Commercial Production Program is a performance-based rebate program that is intended to attract high-impact television commercials to Duval County.

The incentive will be distributed as a rebate after the Production Company provides proof of its local spend, hires, etc., through documentation from a production accountant evidencing authorized expenditures that satisfies the criteria set forth 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 television, streaming services, internet, or social media platforms. The following commercial-related projects are NOT eligible to apply for the Commercial Production Program: political advertising; gambling-related projects or productions; 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. Applicant must certify with signature (on page 8) that this commercial production would not be filmed in Duval County but for the incentive.

### Definitions

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

**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 Duval County residents, their salaries count towards eligible expenditures.

**Main Cast & Crew** means Duval County resident actors/talent (excluding background talent) and crew personnel who work 55% of prep, or 55% 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.

**Micro Small Business** means fewer than 10 full-time employees, one of or more of whom is the owner.

**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. For purposes of clarity, a minimum of eight (8) hours of filming/preparation/production is required to count as a Production Day.

**Production Project** means an eligible Production or digital media project.

**Qualifying Expenditures** means payment for such goods and services and labor per applicable 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 Duval County residency requires a copy of a Florida driver's license and one (1) other supporting document. A list of supporting documents is available at <http://www.flhsmv.gov/ddl/address.html>.

**Qualifying Payroll** means payment of salary to Duval 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 Duval County resident.

### **Commercial Production Program Requirements**

Offers a 15% rebate, capped at \$150,000 per Production Project, for direct qualified expenditures. In order to qualify, the production must:

- Have a minimum of \$75,000 of direct qualified expenditures in Duval County.
- Film at least 70% of the Pre-Production & Production days in Duval County.
- Employ Duval County residents for at least 55% of Cast and Crew. This figure may be adjusted annually by the Jacksonville Film & Television Office (JFTO) based on changes to the local workforce.
- At least 50% of vendors must be Duval County businesses, with 15% classified as Micro Small Businesses (fewer than 10 full-time equivalent employees).
- Set up production offices and/or soundstages, if applicable, in Duval County.
- Provide promotional stills and marketing materials prior to the release of the production to the Film Commissioner and municipalities for use on their website and other marketing efforts.
- Accommodate one official set visit from the Film Commissioner and City Officials.

### **Application Process**

A qualifying application and required accompanying documentation must be completed in full and submitted via email to the Jacksonville Film & Television Office 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 Jacksonville Film & Television Office. Incomplete applications and supporting documentation will NOT be accepted.

The only email address where applications may be submitted is [FilmJaxInfo@coj.net](mailto:FilmJaxInfo@coj.net)

Hard copy submissions must be sent via USPS, FedEx, or other delivery to:

**Jacksonville Film & Television Office  
Attn: FILM-TELEVISION INCENTIVE PROGRAM  
117 W. Duval St., Suite 250  
Jacksonville, FL 32202**

The application and required documentation 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.

The application and required documentation 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 Commercial Production Program Application and 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.*

### **Documentation to be Included with the 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 Duval County, as well as expenditures outside of Duval County (budget for each individualized area).
- A production schedule reflecting pre-production, production and post-production schedule for entire Production Project, including Duval 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 documentation must be submitted to the Film Commission within 30 days of the Production Project being completed. With the submission of the documentation, the Production Company must include a final crew list, final vendor list, final call sheets, final production reports, and all documentation 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, paid invoices, receipts, 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.
- 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 Jacksonville Film & Television Office and approved via an internal audit.
- Additional rules and guidelines can be added to each individual incentive agreement depending on the Production Project.

### **Approval Process**

1. The Office of Economic Development shall consider JFTO's recommendation and make a final determination as to eligibility.
2. Grant awards are conditioned upon availability of funds pursuant to the fiscal year allocation. If no funds are available in the applicable fiscal year, then the applicant will be so notified.
3. If the application is approved by the Film Commissioner, then an agreement will be presented to the applicant for signature. The agreement will then be forwarded to the Mayor's Office for final signature.

### **Verification of Expenditures**

1. Projects must demonstrate compliance with all required criteria.
2. The Grantee must provide the following within 30 days of completion of the production:
  - (a) Final crew and cast list
  - (b) Final vendor list
  - (c) Final call sheets
  - (d) Final production reports
  - (e) All other documentation needed to ensure all rebate program caveats have been met.
3. After all qualified expenditures have been made; the certified production shall verify the qualified expenditures.

- (a) Qualified expenditures broken out by type: accounts payable to Duval County qualified vendors, petty cash, and Duval County worker payroll, the latter being provided as separate files for the cast, crew, and extras and including Declaration of Duval County Residency Forms, which is hereby incorporated by reference.
  - (b) Any substantiation which JFTO considers a disqualified expenditure will be returned to the certified production company for written rebuttal. If no written rebuttal is received within 10 business days, the expenses will not be considered a qualified expenditure.
4. Failure to satisfy any of the application or post-production requirements will result in the applicant receiving no incentive award.

JFTO applicant may request an extension, which shall be provided at the discretion of the JFTO.

**Award of Rebate**

The final rebate award amount may not exceed the maximum funding award amount certified.

**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

## APPLICANT 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 (if different from above):	
City, State and Zip Code	
Telephone	Email
Company Federal Employer Identification Number	
What's the proposed production office location address?	

## APPLICANT (PAYEE) INFORMATION

First/Last Name	Title
Mailing Address (Street address)	
City, State and Zip Code	
Company Name (if applicable):	
Phone	Email

## LOCAL COMPANY INFORMATION (if different from above)

Name
Mailing Address (Street Address)
Cit, 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	Title
MAILING ADDRESS	
CITY/ STATE/ ZIP CODE	
PHONE	
EMAIL	

## PROJECT INFORMATION

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

## PROJECT OVERVIEW

1. Is this project a new production in Duval County? YES  NO
2. When will the final location decision be made (anticipated date)? \_\_\_\_\_
3. Are any notable talent signed to the commercial? YES  NO   
Is 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, signed cast and a one-page description of the 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 most of the project from principal photography through production wrap are Duval County residents?

How many individuals that will be employed are NOT Duval County residents?

What will the total percentage of cast and crew (excluding background extras), will be Duval County residents?

## LOCAL SPEND / INVESTMENT

TOTAL PROJECT BUDGET

TOTAL EXPECTED DUVAL COUNTY EXPENDATURES?

WHAT PERCENTAGE OF THIS PRODUCTION PROJECT WILL BE PRODUCED/FILMED IN DUVAL COUNTY?

WILL YOU BE FILMING OUTSIDE OF DUVAL COUNTY? YES  NO

IF YES, WHERE?

IF YES, WHAT IS THE ESTIMATED PERCENTAGE OF SPENDING OF THIS PRODUCTION PROJECT WILL BE MADE OUTSIDE OF DUVAL COUNTY?

WHAT PERCENTAGE OF HIRED VENDORS PER PRODUCTION PROJECT WILL BE DUVAL COUNTY BASED BUSINESSES?

PLEASE INDICATE WHERE YOUR HOTEL ROOMS USED DURING PRODUCTION WILL BE LOCATED (City and name of hotel if known)

PLEASE INDICATED WHERE YOUR PRINCIPAL PRODUCTION OFFICE WILL BE LOCATED (City address if known)

**Please provide a budget breakdown of local expenditures as an attachment to the application.**

### COMPETITIVE LANDSCAPE

What role will this incentive play in production's decision to produce the project in Duval 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 the Jacksonville Film & Television Office an email address for personnel /vendors to submit resumes/materials for consideration for their hire?

YES  NO

Would this production be willing to provide required documentation to Duval 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

### MISCELLANEOUS

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

### APPLICANT SIGNATURE

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. I certify this commercial production would not be filmed in Duval County but for the incentive.

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 Duval County, as well as expenditures outside of Duval County (budget for each individualized area)
4. A production schedule reflecting pre-production, production, and post-production schedule for entire project, including Duval County, other Florida Counties, other States, and 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: \_\_\_\_\_

## AFFIDAVIT OF APPLICATION

**STATE OF FLORIDA  
CITY OF JACKSONVILLE**

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 Duval County for a Production/Postproduction 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, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
(Signature of person taking acknowledgement)

\_\_\_\_\_  
(Name of officer taking acknowledgement)

\_\_\_\_\_  
(Title or rank)

\_\_\_\_\_  
(Serial number, if any)

(NOTARY SEAL)

My commission expires: