

FRA Award Submission

Category: Cultural Enhancement

Submission: Film Incentive Program



Description:

To maintain the momentum of redevelopment throughout the City of Hallandale Beach, the Hallandale Beach Community Redevelopment Agency (HBCRA) started a Commercial Film Incentive. The program is designed to promote economic development; attract more film producers to the city and by extension motivate more investors to open a business in the City of Hallandale Beach. The maximum amount of the Film Incentive is \$10,000 and requires that our City and CRA logo be used in all applicable printed/digital media relating to the film, spend a certain amount within the city and film one full day in Hallandale Beach CRA area.

Innovation - How the project used new ideas to solve problems or to carry out the project or program*

The Hallandale Beach Film Incentive Program offers a unique way of engaging filmmakers by offering custom tours and a "lookbook" with a range of inspiration and backdrops that range from the waterfront to casinos and our horse racetracks to our urban city center. The idea to create a Lookbook to accompany the Film Incentive Program came from the realization that an outsider may not know much about Hallandale Beach and thus may not take advantage of the film incentive. By providing an easily accessible collection of inspiration in the form of a Lookbook, we are able to better market our city and our program.

Community Impact - How the project improved economic, social, design, cultural assets of the community.

Given that Hallandale Beach is in the process of rebranding and being positioned as the number one destination for food, arts and culture in Broward County, the incentives offered through the Film Incentive Program help further this brand. It allows the Hallandale Beach CRA to engage filmmakers to assist in telling our story across different artistic mediums.

Funding - How the project leveraged funding and in-kind assistance?

The Hallandale Beach CRA Film Incentive program leverages its funds by requiring a film production company invest \$10,000 before qualifying for the incentive. In addition, Broward County, where Hallandale Beach is located, currently has a film incentive program. By offering additional incentives in the area, Hallandale Beach can leverage the incentive offered by the county to entice filmmakers to film in Hallandale Beach.

Problem Solving - How the project used problem-solving to address unique local issues*

The City of Hallandale Beach is currently rebranding itself. Being a small municipality located between popular tourist destinations like Miami and Fort Lauderdale makes standing out ever more important. Through the Film Incentive Program and Lookbook, the Hallandale Beach CRA can come out into the spotlight and share a collection of inspiring places and images that make Hallandale Beach unique.

Applicability to Other Communities - Why this project or program could be transferred to other communities?

Every community has a story to tell and enlisting others to help tell your story is a great way to help further your brand and garner the attention of a wide audience.

Other Things to Tell the Judges - <https://cohbcra.org/wp-content/uploads/2021/06/COMMERCIAL-FILM-INCENTIVE-PROGRAM-APPLICATION.pdf>

A promotional graphic for the Hallandale Beach CRA Film Incentive Program. It features a blue background with a yellow and orange geometric shape on the left. The Hallandale Beach CRA logo is in the top left corner. The main text reads: "Attention Film Makers Receive A \$10,000* grant For Your Project!". Below this, it says "Hallandale Beach CRA NEW Film Incentive!". A clapperboard is shown on the right side. At the bottom right, there is a pink button that says "LEARN MORE & APPLY" and the website "cohbcra.org". A small footnote at the bottom states: "*Recipient has to spend a minimum of \$10,000.00 in qualifying expenditures."/>

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Hallandale Beach CRA
NEW Film Incentive!

LEARN MORE & APPLY

cohbcra.org

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