



Ready for Our Close-Up

While state funded film incentives have been reduced, filming continues to be big business within Florida. The Daytona Beach Area Film Office, part of the Daytona Beach Area CVB, continues to work with production companies and nearby locations to ensure that our area continues to be featured in a variety of film, TV, commercial and print photo shoots. With Volusia County boasting **an impressive amount of desirable sites**, the goal of the Daytona Beach Area Film Office is to promote the entire county as a desirable location for film projects.



In 2008-09, the CVB **issued 22 film permits** for area filming and responded to 63 specific location requests. Additionally the Daytona Beach Film Office provided promotional and marketing support for the area's Daytona Beach Film Festival, which is now in its 7th year.

In addition to public locations, a number of high-profile private facilities, such as Daytona International Speedway, are used year-round to shoot television commercials and other film projects.