



# PROCLAMATION

ONE CITY. ONE JACKSONVILLE.

**WHEREAS:** Formerly known as the “Winter Film Capital of the World,” Jacksonville has a rich history in the filmmaking industry. At its peak, Jacksonville was home to more than 30 film movie studios; and

**WHEREAS:** Founded in 2001, the 48 Hour Film Project is an international film competition. In 2007, it expanded into Jacksonville with the JAX 48 Hour Film Project; and

**WHEREAS:** Winning films from each of the competition’s 120 cities go on to be screened at national and international festivals, culminating in a chance to be screened at the Cannes Film Festival in France; and

**WHEREAS:** In 2023, the film “Threshold” won best short film in Jacksonville. In March 2023, “Threshold” won the grand champion prize at the Filmopalooza in Los Angeles, California. This Jacksonville-created film will be screened at the Cannes Film Festival in May 2023; and

**WHEREAS:** As Jacksonville continues to grow its artistic scene, projects like the Jax 48 Hour Film Project and the annual LOL Jax Film Festival – led by Adam and Monique Madrid – and talented film crews like those who produced “Threshold” are highlighting Jacksonville on the international stage; and

**WHEREAS:** Jacksonville is proud of its long history in film production and the wealth of talented individuals and organizations working to put a spotlight on the arts and film scene in Jacksonville.

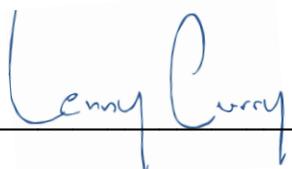
**NOW, THEREFORE, I, LENNY CURRY,** by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby recognize May 15, 2023 as the

## **JAX 48 HOUR FILM PROJECT DAY**

in Jacksonville and encourage all citizens to support local creatives by attending shows, screenings, galleries, exhibitions, and concerts and purchasing art from Jacksonville’s talented local artists.



IN WITNESS THEREOF, this 3rd Day of May in the year Two Thousand and Twenty-Three.

  
MAYOR

CITY OF JACKSONVILLE, FLORIDA