

Resolution supporting SB 1026 regarding the creation of State Film Office.

RESOLUTION

WHEREAS, the film & TV industry annually accounts for supporting 2.1 million jobs, 400,000 businesses, and over \$49 billion in expenses to local businesses across the country, and;

WHEREAS, Wisconsin is currently one of only four states lacking a film office and one of eight states without any production incentives; without these essential resources in place, communities in our state are missing out on significant economic opportunities, and;

WHEREAS, 2023 Senate Bill 1026 (SB 1026), introduced February 13, 2024, in the Wisconsin State Legislature, creates income and franchise tax credits for film production companies doing business with the State of Wisconsin and creates a State Film Office to implement the tax credit accreditations and allocations, and;

WHEREAS, if enacted, these incentives will empower Wisconsin to tap into the thriving entertainment production market, spotlight our state's assets to boost tourism, attract and retain businesses, skilled labor, and stimulate the state's economy, and;

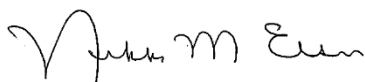
WHEREAS, to ensure that SB 1026 generate revenue that stays in Wisconsin, the bill includes minimum spending requirements to guarantee that a portion of the production budget is reinvested within Wisconsin, and;

WHEREAS, according to the Upper Midwest Film Office, which operates in Minnesota, in 2022 the film industry spent roughly \$3.2 million in St. Louis County, employed 75 workers, and paid \$1.2 million in labor income (wages and benefits) to its employees. As a result of that initial spending, other industries in St. Louis County added 31 new jobs, \$1.2 million in wages and benefits, \$2.0 million in value added spending, and \$3.8 million in output—the sum of indirect and induced effects, and;

WHEREAS, the City of La Crosse, with its ideal location on the Mississippi Valley and within the Driftless Region, a new film academy, and its vibrant local arts communities, could see significant financial and technical benefits from the film and television industry investing in this community.

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of La Crosse hereby supports SB 1026 to establish film and television production incentives and create a new state film office in Wisconsin.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on April 10, 2025.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*