

WISCONSIN FILM & TELEVISION PRODUCTION INCENTIVES

Illinois, Indiana, and Minnesota are investing in their states' film, TV, and advertising industries and are attracting significant outside investment by having meaningful state production incentives. A bipartisan bill is currently set to pass in Michigan. All the while, Wisconsin is falling behind our regional peers without industry-supporting credits and incentives.

Hosting film and television productions is like bringing large conventions to a city; productions bring hundreds to thousands of visitors, generating expenditures at local businesses, new tax revenues, and jobs in multiple industries. **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.** Today, Wisconsin is one of only 13 states in the country that does not have film production incentives and only one of four states that does not have a film office or commission.

2021 Illinois Film & TV In Production Generated:

\$631
MILLION
IN EXPENDITURES

\$373
MILLION
IN WAGES

PRODUCTION INCENTIVES INCREASE JOBS AND WAGES

Film incentives increase jobs and wages for Wisconsin residents in these industries and more:



Hotels



Hospitality



Construction



Hair &
Make-up



Transportation



Restaurants



Catering



Lumber



Lighting &
Electrical



Tourism

COMPREHENSIVE FILM INDUSTRY DEVELOPMENT AND GOOD JOBS BILL

Production incentives are first and foremost a Wisconsin jobs program - not a Hollywood handout. To build a film industry that will support talent retention and attraction, Wisconsin should consider:

Create State Film Incentives

Incentives offset production costs and typically come in the form of tax credits equal to a percentage of a production's qualified in-state spending and/or exemptions from sales tax on qualified transactions.

- **25-30% of qualified spend in state**, 5-year carryover, on a credit that is transferable
- **Additional 15% of Wisconsin labor spend** if hiring residents from under resourced areas
- **No state money** is issued until expenditures are verified, qualified, and been spent!
- Qualified labor to include WI residents
- **\$100K minimum spend for feature films**
- \$5 million - \$10 million fund
- One million maximum per production

Create a State Film Commission:

As a centralizing node, the film commission would be the first point of contact for film and film-related economic development for the state, manage film production programs, and work with municipalities to ensure that eligible production companies comply with program requirements.

Conform WI Credits for Early-Stage Business Investments to Include the Film, Television, and Advertising Industries.

Wisconsin has maintained several non-refundable and refundable industry-developing and supporting production incentives. The Early-Stage Business Investment credit, which provides a credit of 25% of the claimant's investments paid in the tax year, should be applied to film and television production.

WISCONSIN DESERVES A STRONG FILM INDUSTRY!