MAINE ATTRACTION FILM INCENTIVE PLAN







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January 15, 2020

To: Senator Ben Chipman, Chair

Representative Ryan Tipping, Chair Joint Standing Committee on Taxation

From: Karen Carberry Warhola

Director, Maine Film Office

Subject: Maine Film Office 2019 Annual Report of the Maine Attraction Film Incentive Plan

\$13090-L. Visual media production certification

www.mainelegislature.org/legis/statutes/5/title5sec13090-L.html

7. Report. The Maine State Film Office shall submit a report by January 15th annually to the joint standing committee of the Legislature having jurisdiction over taxation matters regarding the certification and reporting process pursuant to this section and the visual media production tax credit and reimbursement activities pursuant to Title 36, section 5219-Y and Title 36, chapter 919-A. The report must include a description of any rule-making activity related to the implementation of the credit and reimbursement activities, outreach efforts to visual media production companies, the number of applications for the visual media production credit and tax reimbursement, the number of credits and reimbursements granted, the revenue loss associated with the credit and reimbursement and the amount of visual media production expenses generated in the State as a result of the credit and reimbursement.

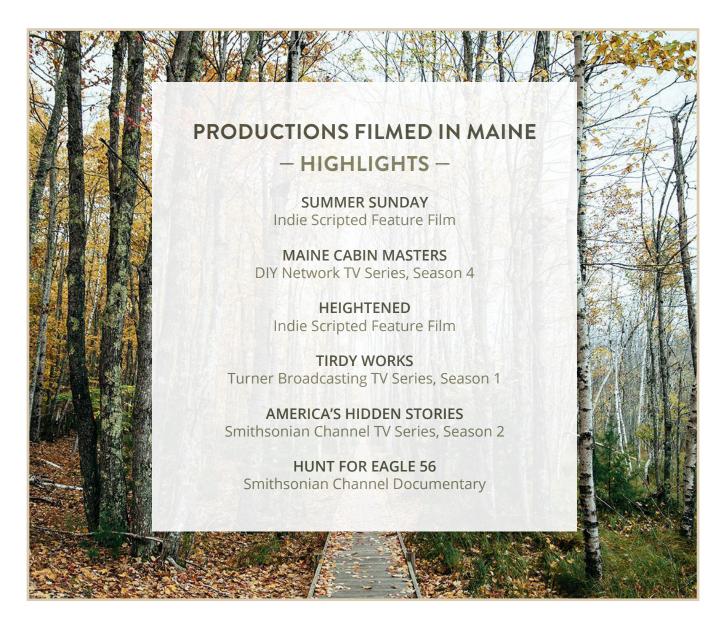
[2009, c. 470, \$1 (NEW).]

In accordance with Maine's statutory requirements, this report provides: a description of any rulemaking activity related to the implementation of the credit and reimbursement activities; outreach efforts to visual media production companies; the number of applications for the visual media production credit and tax reimbursement; the number of credits and reimbursements granted; the revenue loss associated with the credit and reimbursement; and the amount of visual media production expenses generated in the state as a result of the credit and reimbursement.

KEY HIGHLIGHTS

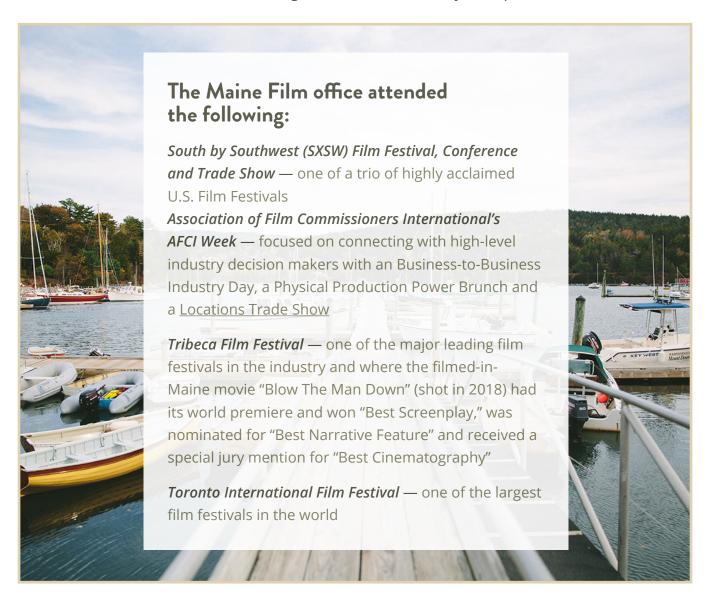
During calendar year 2019:

- There was no rule-making activity related to the implementation of the credit and reimbursement activities
- Six productions applied for and received a Maine Media Production Certificate through the Maine Attraction Film Incentive Plan
- The anticipated amount of visual media production expenses generated in Maine as a result of the credit and reimbursements was \$3,381,717.00
- The revenue loss associated with the credit and reimbursement is \$160,229.00
- The return on investment (ROI) for the program in 2019 was \$21.10 for every \$1.00 of investment in the program
- Outreach efforts to visual media productions include contact with productions in: United States, England, Scotland, Wales, Quebec, Ottawa and Vancouver



The Film Office promoted Maine as a filming location to the global film community

- The Film Office Director continued serving as an elected officer on the board of the Association of Film Commissioners International (AFCI) an extraordinary opportunity to meet with filmmakers, producers and industry VIPs from around the world.
- Trade shows, conferences and film festivals provided opportunities to present Maine as a
 filming location to businesses, television networks, production companies and executives
 in diverse areas of the screen sector without traveling to their respective states and
 countries. Appointments and contacts made during these events lead to additional increased
 productions filmed in Maine, resulting in an immediate direct spend in Maine by the
 productions while filming, as well as the PR value of having Maine showcased in films. It is
 important to have a presence at these events due to the heavy competition among states to
 attract filmmaking.
- Outreach efforts to visual media productions include contact with productions in: United States, Canada, Mexico, United Kingdom, Sweden, Germany and Spain.



The types of productions the Maine Film Office had contact with include the following categories:

- · Feature, Scripted Narrative
- Feature, Documentary Film
- · Feature, Short Film
- TV Special / Major Cable Network
- TV Series / Major Cable Network
- TV Series Episodes / Major Cable Network TV Series
- TV Special Documentary / Major Cable Network TV Series

- TV Series Audition
- TV Pilot / Major Cable Network
- National Commercial
- Web Series
- Web Content
- Photo Shoot
- Industrial and Student Film

The types of companies and filmmakers the Maine Film Office had contact with include:

- Major Film Studios
- Major Tv Broadcast Networks
- Major Cable Broadcast Networks
- National Advertising Agencies
- Productions Companies
- Post-Production Facilities
- Animation Companies
- Photography Studios
- · Advertising Agencies
- Casting Agencies
- Payroll Companies
- Executive Producers
- Producers
- Line Producers
- Directors
- Production Managers

- Location Managers
- Location Scouts
- · Talent Managers
- Talent Scouts
- Still Photographers
- Professional Industry Organizations (i.e., The Location Managers Guild)
- Film Festival Executives and Organizers
- University Film and New Media Departments
- TV Stations
- Radio Stations
- Magazines
- Newspapers
- Authors

