

**LOUISIANA MOTION PICTURE INCENTIVE PROGRAM  
INDUSTRY STAKEHOLDER RECOMMENDATIONS**

September, 2016

**INTRODUCTION/DISCLAIMER:**

This questionnaire is being conducted by LED for informational purposes only, to aid in policy recommendations for improving film industry development in Louisiana, which may include but not be limited to, revising the Motion Picture Incentive Act next legislative session in Spring 2017. You are invited to participate because you have been identified as an industry stakeholder, expressed an interest in participating and/or have expertise that could be beneficial to the mission.

**Your participation in this questionnaire is voluntary.** Please provide relevant and responsive answers; refrain from disparaging, offensive or otherwise inappropriate language, and refrain from including any sensitive information of any kind (e.g. confidential or proprietary information.) Your response will be considered public record, and may be available for inspection upon request.

The questionnaire process is not a vote – one well-supported comment is more informative to LED than a thousand form letters. However, in instances where individual submissions are deemed to be a duplicate or near duplicate of a mass response campaign, LED will consider only one representative sample.

LED welcomes your input but reserves the right to reject a response, and your opportunity to participate in a questionnaire, at any time and for any reason.

\*Responses can be as long or short as needed and do not need to be in amendment or legal form. We are looking for ideas that may need further development. Supporting documentation, data and/or models are welcome.

\* Please respond via reply email to [film.survey@la.gov](mailto:film.survey@la.gov) by October 14, 2016

- Name \_\_\_\_\_
- Organization Type:
  - Film Industry
  - Louisiana Business
  - Advocate
  - Film Contract Worker
  - Individual
  - Education
  - Other \_\_\_\_\_
- Louisiana – based Company/organization (Y/N)
- Louisiana resident (Y/N)
- Contact Info: email \_\_\_\_\_  
Phone \_\_\_\_\_

## Goal

The goal of this questionnaire is to acquire substantive and viable suggestions for changes to Louisiana's motion picture incentive act. Answers should address sustainability, return on investment and statewide impact. They are defined as follows:

- Sustainability
  - the use of resources that is efficient, responsible to the state's taxpayers and provides long term benefits to the state.
  - long-term development that attracts capital investment and creates permanent jobs in an indigenous industry that has the potential to survive without state subsidy or financial aid.
- Return on Investment
  - measures the gain or loss generated on an investment relative to the amount of money invested
  - the impact to the state treasury as it relates to the money spent on tax credits relative to the money received in tax revenues attributable to in-state film production
- Statewide Impact
  - the economic benefit of the incentivized production activity reaches all regions of the state
  - the incentive provides opportunity for statewide industry development.

## Overall Questionnaire Assumptions:

- The Film incentive remains a tax credit program based on in-state production expenditures
- The program will be limited by an annual cap on total credits issued by the state
- The existing program does not create a sustainable industry with a positive return on investment

## Questions:

1. What areas of the Louisiana film industry do you feel are the most mature and how could the state best build on that momentum?
2. What trends in the film industry do you believe hold the most opportunity for the state to increase the state's return on investment? Please supply any models or data to support your answers.
3. Assume that Louisiana keeps the film credit program a project/production based tax credit. What changes would you make to the film incentive program to make the film industry sustainable?
4. What changes would you make to the film incentive program that would entice production companies to move or expand into the state?
5. Historically, the majority of the state's film production has taken place in the New Orleans region. What changes would you make to the film incentive program that would help attract more production activity to other areas of the state?
6. What other ideas would you like Louisiana Economic Development to consider?