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Louisiana increases incentives package for filmmakers

New Orleans, Louisiana – July 10, 2009 – Louisiana pulls ahead of its competition by increasing the State’s film production tax credit from 25 percent to 30 percent, according to the official website of Governor Bobby Jindal.

The New Orleans Office of Film & Video seeks to attract productions interested in the new law to New Orleans by offering complimentary location scouting.

“We work with experienced local locations professionals in the film industry to provide producers with a personalized portfolio of options for each prospective project,” says Micah Haley, Deputy Director of the New Orleans Office of Film & Video.

In addition to increasing the film production credit to 30 percent, an additional 5 percent credit for in-state labor encourages filmmakers to hire from Louisiana’s significant crew base. To attract more long-term investment, the new law also stabilizes the program by making the incentives permanent.

New to the program is a state buy-back of the credits at 85 percent of their face value. This strategic measure will substantially increase the amount of money that filmmakers receive when selling the credits.

“Louisiana’s incentive program is now even more powerful. But filmmakers also need to know that their creative vision can be accomplished. We want to show them that New Orleans not only makes the most fiscal sense, it makes the most creative sense.”

In 2008, a record-breaking year, the film and television industry brought an estimated \$200 million dollars in direct economic impact to the New Orleans area, a testament to the city’s combination of film-related infrastructure and diverse and beautiful locations. In 2009, the city has hosted nine major productions to date.

Louisiana was one of the first states to successfully court the film and television industry with tax incentives, and has developed a reputation as having the most reliable film-related incentive program in the country.

For more information, visit the New Orleans Office of Film & Video’s website at www.filmneworleans.org.

Contact:

Jennifer Day, Director
Office of Film & Video - City of New Orleans
jjday@cityofno.com
504.658.0923

Micah Haley, Deputy Director
Office of Film & Video – City of New Orleans
mhaley@cityofno.com
504.658.4341