

MAINE STATE LEGISLATURE

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STATE OF MAINE
DEPARTMENT OF ECONOMIC
AND COMMUNITY DEVELOPMENT



JANET T. MILLS
GOVERNOR

HEATHER JOHNSON
ACTING COMMISSIONER

January 15, 2019

Senator Chipman
Representative Tipping
Members of the Joint Standing Committee on Taxation

Attached please find the 2019 annual report of the Maine Attraction Film Incentive Plan.

Report: §13090-L Visual Media Production Certification, Sub-§ 7.

The Maine Film Office is part of the Maine Office of Tourism within the Department of Economic and Community Development. The program is administered by Karen Carberry Warhola, the Director of the Film Office.

THE REPORT'S KEY FINDINGS

- In 2018, seven productions qualified for the Maine Attraction Film Incentive Plan.
- Those seven productions had an anticipated direct spend in Maine of \$3,634,330.
- In 2018, the total for the Maine Attraction Film Incentive Plan paid out to productions under the program was \$64,321.
- The return on investment (ROI) for the program in 2018 was \$56.50 for every \$1.00 of investment in the program.

If you have any questions relating to this report, please contact Douglas Ray at (207) 624-9802.

Karen Carberry Warhola
Director
Maine Film Office

In 2018, seven productions qualified for the Maine Attraction Film Incentive Plan. The anticipated direct spend in Maine of the productions in this program during 2018 is over \$3.6M.

The ROI for the program in 2018 was \$56.50 for every \$1.00 of investment in the program.

Maine Attraction Film Incentive Plan 2018 Annual Report

January 15, 2019

MAINE FILM OFFICE
Karen Carberry Warhola, Director

MAINE FILM OFFICE

Karen Carberry Warhola
Director, Maine Film Office
(207) 624-9808

January 15, 2019

To: Senator Ben Chipman, Chair
Representative Ryan Tipping, Chair
Joint Standing Committee on Taxation

From: Karen Carberry Warhola
Director, Maine Film Office

This is the Maine Film Office's 2018 annual report of the Maine Attraction Film Incentive Plan.

§13090-L. Visual media production certification

<http://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.

The Department relied on data provided by the production companies and Maine Revenue Services.

THE REPORT'S KEY FINDINGS

- In 2018, seven productions qualified for the Maine Attraction Film Incentive Plan.
- Those seven productions had an anticipated direct spend in Maine of \$3,634,330.



- In 2018, the total for the Maine Attraction Film Incentive Plan paid out to productions under the program was \$64,321.
- The Return on Investment (ROI) for the program in 2018 was \$56.50 for every \$1.00 of investment in the program.

PROGRAM INFORMATION

Description of any rulemaking activity related to the implementation of the credit and reimbursement activities:

- There was no rule making activity related to the implementation of the credit and reimbursement activities.

Outreach efforts to visual media productions include contact with productions in:

- United States
- Canada
- Mexico
- United Kingdom
- Sweden
- Germany
- 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
- Student Film
- Student News Story
- Photo Shoot
- Industrial

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 Company
- 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

The number of applications for the visual media production credit and tax reimbursement and the number of credits and reimbursements granted:

- In 2018, seven productions applied for and were certificated as qualified for the Maine Attraction Film Incentive Plan.

The revenue loss associated with the credit and reimbursement:

- In 2018, the total for the Maine Attraction Film Incentive Plan paid out to productions under the program was \$64,321.

The amount of visual media production expenses generated in the state as a result of the credit and reimbursement:

- In 2018, seven productions qualified for the Maine Attraction Film Incentive Plan. Those seven productions had an anticipated direct spend in Maine of \$3,634,330.

Some additional
FILMED IN MAINE
Highlights
2019

Travel Channel's
"FOOD PARADISE"

Cooking Channels
"SEASIDE SNACKS"

CNN Documentary
"AMERICAN DYNASTIES: THE BUSHES"

HGTV's
"HOUSE HUNTERS"

"JAY LENO'S GARAGE"

MAINE FILM OFFICE
Karen Carberry Warhola, Director