

MAINE STATE LEGISLATURE

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STATE OF MAINE
DEPARTMENT OF ECONOMIC
AND COMMUNITY DEVELOPMENT



JANET T. MILLS
GOVERNOR

HEATHER JOHNSON
COMMISSIONER

January 15, 2020

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, Director of the Film Office.

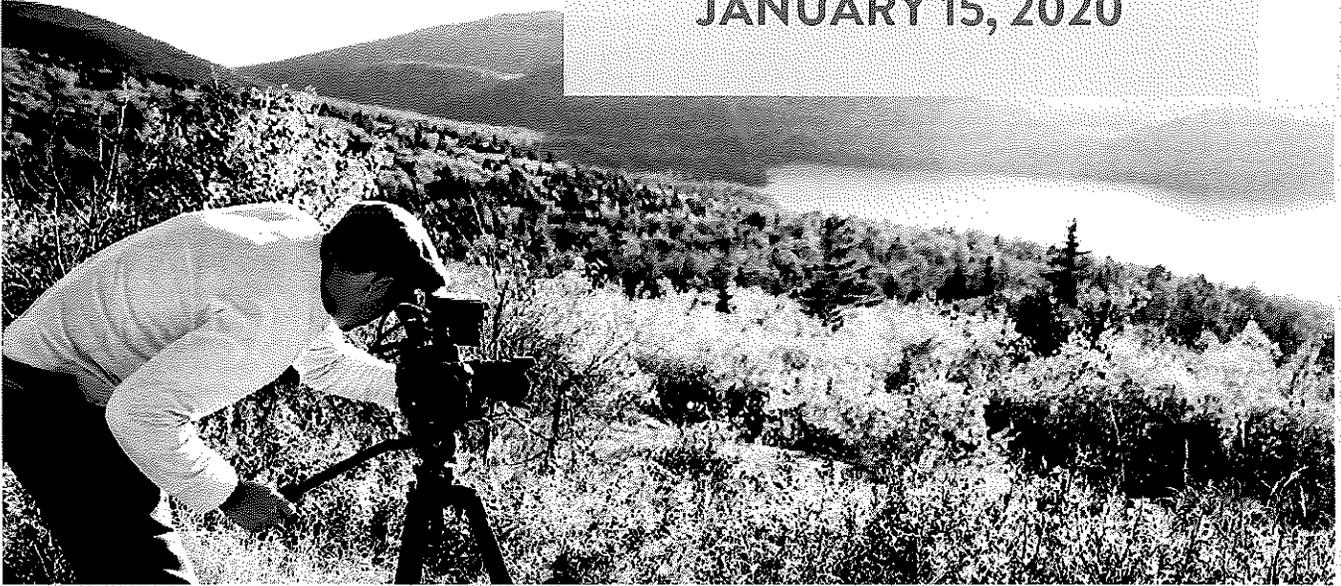
THE REPORT'S KEY FINDINGS

- In 2019, 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 the 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.

If you have any questions relating to this report, please contact Kate Foy at (207) 624-9838.

Karen Carberry Warhola
Director
Maine Film Office

**MAINE ATTRACTION
FILM INCENTIVE PLAN
2019 ANNUAL REPORT
JANUARY 15, 2020**



MAINE / FILM OFFICE

KAREN CARBERRY WARHOLA, DIRECTOR

MAINE FILM OFFICE

KAREN CARBERRY WARHOLA
DIRECTOR, MAINE FILM OFFICE
(207) 624-9808

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).]

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, England, Scotland, Wales, Quebec, Ottawa and Vancouver.

The Maine Film office attended the following:

South by Southwest (SXSW) Film Festival, Conference and Trade Show — one of a trio of highly acclaimed U.S. Film Festivals

Association of Film Commissioners International's AFCI Week — focused on connecting with high-level industry decision makers with an Business-to-Business Industry Day, a Physical Production Power Brunch and a Locations Trade Show

Tribeca Film Festival — one of the major leading film festivals in the industry and where the filmed-in-Maine movie “Blow The Man Down” (shot in 2018) had its world premiere and won “Best Screenplay,” was nominated for “Best Narrative Feature” and received a special jury mention for “Best Cinematography”

Toronto International Film Festival — one of the largest film festivals in the world



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

