

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, 2021

Senator Ben Chipman, Chair
Representative Maureen Terry, Chair
Members of the Joint Standing Committee on Taxation

Attached please find the 2020 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

- There was no rule-making activity related to the implementation of the credit and reimbursement activities.
- Seven productions applied for and received a Maine Media Production Certificate through the Maine Attraction Film Incentive Plan.
- The anticipated amount of in-state spending by the seven visual media productions is \$5,493,452.00.
- The revenue loss associated with the credit and reimbursement is \$153,538.00.
- Outreach efforts to visual media productions include contact with productions in: United Kingdom, London, Toronto, Quebec, and states of AR, CA, CO, DC, FL, HI, MA, ME, MT, NC, NY, NJ, PA, RI, TN, VA.

If you have any questions relating to this report, please contact Kate Foye at (207) 441-1597.

Karen Carberry Warhola
Director
Maine Film Office

MAINE ATTRACTION FILM INCENTIVE PLAN

2020 ANNUAL REPORT
JANUARY 15, 2021



MAINE  **FILM OFFICE**

KAREN CARBERRY WARHOLA, DIRECTOR

MAINE / FILM OFFICE

KAREN CARBERRY WARHOLA
DIRECTOR, MAINE FILM OFFICE

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January 15, 2021

To: Senator Ben Chipman, Chair
Representative Maureen Terry, Chair
Joint Standing Committee on Taxation

From: Karen Carberry Warhola
Director, Maine Film Office

§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.

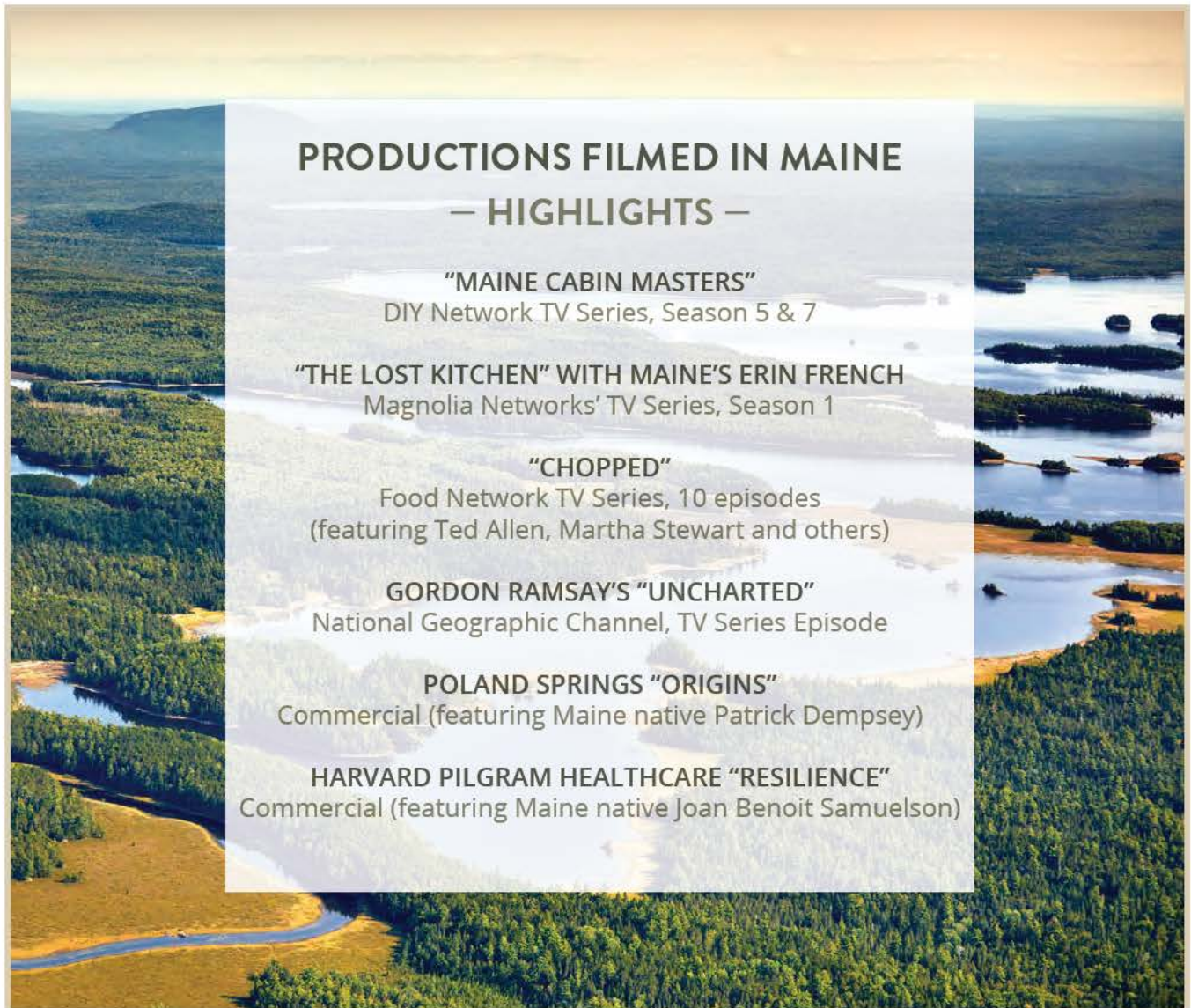
[2009, c. 470, §1 (NEW).]

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.

KEY HIGHLIGHTS

During calendar year 2020:

- There was no rule-making activity related to the implementation of the credit and reimbursement activities.
- Seven productions applied for and received a Maine Media Production Certificate through the Maine Attraction Film Incentive Plan.
- The anticipated amount of in-state spending by the seven visual media productions is \$5,493,452.00.
- The revenue loss associated with the credit and reimbursement is \$153,538.00.
- Outreach efforts to visual media productions include contact with productions in: United Kingdom, London, Toronto, Quebec, and the states of AR, CA, CO, DC, FL, HI, MA, ME, MT, NC, NY, NJ, PA, RI, TN, VA.



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

The Coronavirus outbreak disrupted the normal avenues of promoting Maine as a filming location. Trade shows, conferences and film festivals were canceled as events and in-person industry meetings were curtailed across the country.

While the industry was shuttered, the Film Office continued to promote Maine as a filming location to businesses, television networks, production companies and executives in diverse areas of the screen sector and worked with productions that wanted to start filming as soon as the time was right.

Maine re-opened for film and photography on June 1. The Film Office reached out to the industry to promote Maine as a great place to film in this “new normal” and worked with productions to ensure they followed Maine’s COVID-19 Prevention Checklist Industry Guidance and had COVID-19 safety protocols in place on their productions.

Given Maine’s appealingly lower COVID-19 infection numbers, productions started filming in Maine as soon as production opened in June. Despite a pandemic production shutdown from March to June, the number of productions that filmed in Maine during 2020 increased over last year.

The Film Office virtual marketing included the following:

In-person events and meetings were replaced with virtual outreach, and appointments and contacts made by Zoom, email, phone and social media led to increased productions filmed in Maine.

A “Coronavirus Update” page on the Film Office website was created to provide the global production community with critical guidance for safely filming in Maine.

A “Local News” page on the Film Office website was created to update the media production sector with the latest industry safety protocols for filming during the pandemic.

Outreach efforts to visual media productions include contact with productions in: United Kingdom, London, Toronto, Quebec, and the states of AR, CA, CO, DC, FL, HI, MA, ME, MT, NC, NY, NJ, PA, RI, TN, VA.

The Film Office Director continued serving a final term as an elected officer on the board of the Association of Film Commissioners International (AFCI) – an extraordinary opportunity to connect with filmmakers, producers and industry VIPs from around 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 Special Documentary / Major Cable Network
- TV Pilot / Major Cable Network
- National Commercial
- Web Series
- Web Content
- Photo Shoot
- 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
- 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
- Film Festival Executives and Organizers
- University Film and New Media Departments
- TV Stations
- Radio Stations
- Magazines
- Newspapers
- Authors

