



LOUISIANA ENTERTAINMENT

Louisiana Travel Promotion Association

11 September 2015

LOUISIANA – PIONEERING ENTERTAINMENT

Louisiana was the first state to adopt an innovative tax credit program designed to attract the motion picture production industry in 2002; in 2005 digital media and sound recording adopted; and in 2007 live performance

\$1,149,500,000 in economic impact was felt in 2014 as a result of the certified spending in the state of Louisiana (yes, that is BILLION)

Nearly 13,000 jobs were supported in 2014

Over \$760 million in household earnings for Louisiana residents

A return of nearly \$5.00 for every tax credit the state issues

Measures of Success: mature infrastructure – soundstages, recording studios, development labs & theatres; deep, skilled workforce; plus stable, reliable tax incentive & entertainment friendly communities

CERTIFIED SPENDING

CALENDAR YEARS 2011 – 2015 (YTD)

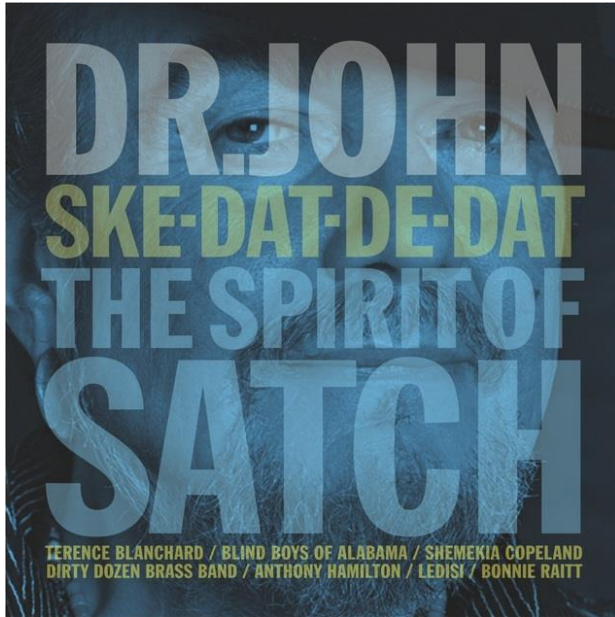
Program	2011	2012	2013	2014	2015 (as of September 11)
Film	\$677,000,000	\$717,000,000	\$810,000,000	\$727,100,000	\$679,000,000
DM	\$29,000,000	\$20,000,000	\$45,000,000	\$30,400,000	\$21,600,000
Live	\$3,600,000	\$7,000,000	\$2,000,000	\$975,000	\$10,000,000
Sound	\$1,090,000	\$421,000	\$727,000	\$772,000	\$1,017,000
Total:	\$710,690,000	\$744,421,000	\$857,727,000	\$759,247,000	\$711,617,000

CREDITS ISSUED

CALENDAR YEARS 2011 – 2015 (YTD)

Program	2011	2012	2013	2014	2015 (as of September 11)
Film	\$209,000,000	\$223,000,000	\$251,000,000	\$226,000,000	\$211,000,000
DM	\$8,300,000	\$6,300,000	\$15,000,000	\$11,000,000	\$7,400,000
Live	\$634,000	\$1,700,000	\$374,000	\$104,000	\$2,600,000
Sound	\$271,000	\$105,000	\$182,000	\$193,000	\$250,000

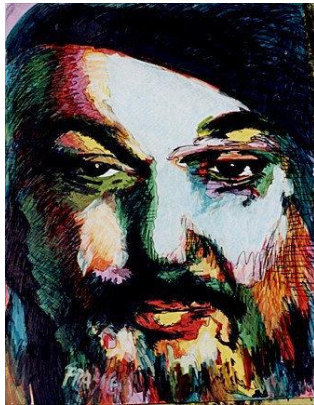
SOUND RECORDING – AN INNOVATIVE APPROACH TO CREATING A STRONG MUSIC INDUSTRY



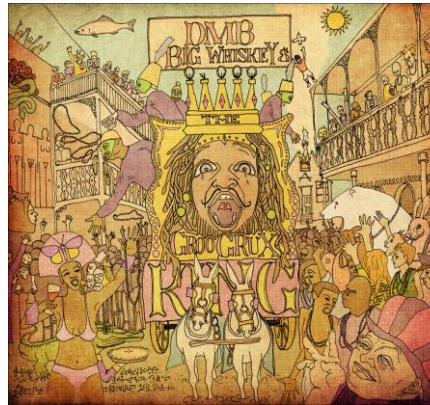
- The Sound Recording Investor Tax Credit Program encourages development of a strong capital and infrastructure base for musical recording productions in order to achieve a more independent, self-supporting music industry. The program provides up to a 25% refundable tax credit for qualified production expenditures.
- Spend thresholds of \$15K and \$5K (for Louisiana musicians)
- Refundable at 100% of the face value of the credit

SOUND RECORDING – HIGHLIGHTS

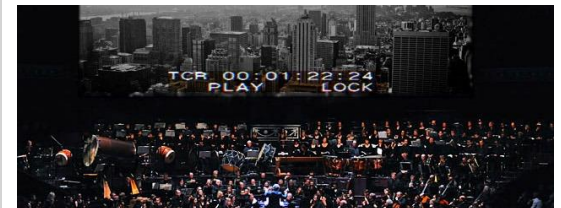
- Dave Matthews Band
- R.E.M.
- Galactic
- Anders Osborne
- Trombone Shorty
- Blade Studios



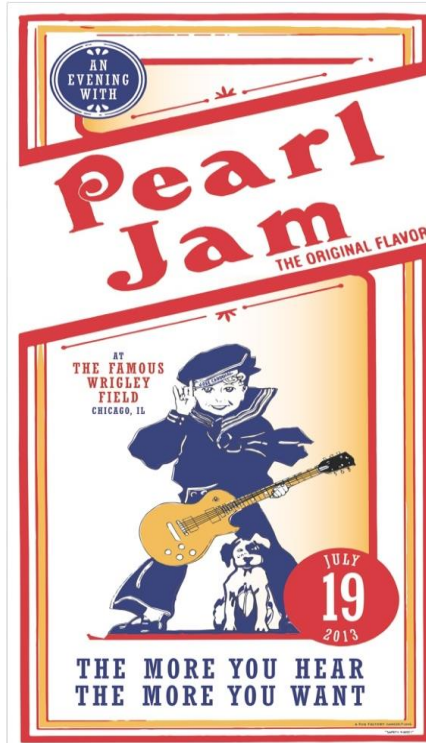
- Jon Cleary
- American Routes
- Irvin Mayfield
- Kermit Ruffins
- Terrance Blanchard
- Esplanade Studios



- Dr. John
- Rebirth Brass Band
- New Orleans Jazz Orchestra
- Glen David Andrews
- The Givers
- David Crosby
- Yeah, Yeah, Yeahs
- Brian Blade & the Fellowship Band



THE MUSICAL AND THEATRICAL PRODUCTION TAX INCENTIVE LOWERS PRODUCTION COSTS



- The Musical and Theatrical Production Tax Incentive Program offers a tax credit of up to 35% on qualified expenditures on live performance production or infrastructure.
- The credit is refundable or transferrable.
- The tax credit increases with higher levels of certified expenditures and there is no annual cap on the production credits.
- In addition to baseline tax credits for live performance production and infrastructure, applicants may also qualify for additional incentives, including a 10% additional tax credit for payroll of Louisiana residents, a transportation tax credit for shipping of live performance-related property and opportunities for collaboration with Louisiana's top educational institutions.

LIVE PERFORMANCE – HIGHLIGHTS

- Cirque du Soleil – Michael Jackson Immortal
- George Strait
- Soul Doctor
- Addams Family
- Pearl Jam



- Saenger Theater
- Cirque - Varekai
- Bowery Presents (at the Civic Theater)
- Jason Aldean
- New Orleans Opera Association



- George Strait – Farewell Tour
- Walking Dead Escape
- Eric Church
- Champion Square at the Superdome
- Taylor Swift



MOTION PICTURE INVESTOR TAX CREDIT HAS CATALYZED LOUISIANA'S SUCCESS IN OTHER ENTERTAINMENT RELATED INDUSTRIES



- The Motion Picture Investor Tax Credit provides up to a 30% tax credit on qualified motion picture expenditures with no project or program caps.
- Payroll expenditures for Louisiana residents qualify for an additional 10% tax credit (40% effective total credit rate).
- Tax credits can be applied against any Louisiana income tax liabilities.
- Production companies can also transfer the credits to the State of Louisiana for 85% of the face value of the tax credit (suspended from July 1, 2015 – June 30, 2016).
- Alternatively, tax credits can be transferred or sold by a production company to a third party.

FILM – HIGHLIGHTS

- Curious Case of Benjamin Button
- Dallas Buyers Club
- 12 Years a Slave
- Treme
- Grudge Match



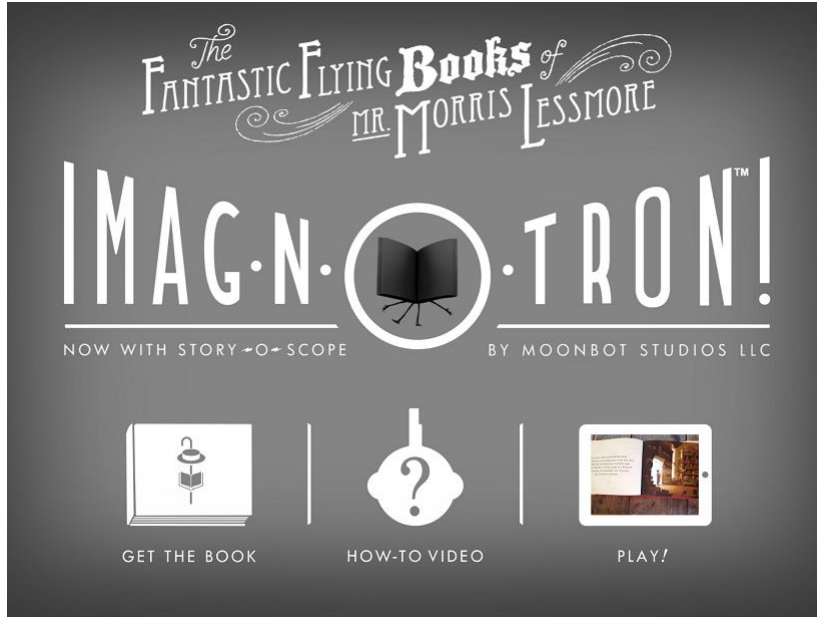
- True Detective
- Top Chef: NOLA
- Focus
- NCIS: New Orleans (spin-off)
- American Horror Story: the Coven



- Fantastic 4
- Jurassic World
- Terminator 5
- NCIS: New Orleans (season 1)
- American Horror Story: Freak Show
- Salem



LOUISIANA OFFERS THE NATION'S STRONGEST DIGITAL INCENTIVE



- LED's Digital Interactive Media and Software Development Incentive – the strongest in the U.S. – creates a competitive environment for producing interactive content such as video games, simulation/training software and social media applications.
- The incentive offers up to a 25% tax rebate on digital interactive media expenditures and a 35% tax rebate on payroll expenditures for Louisiana residents.
- There are no annual caps on tax credits from this incentive.
- Companies can refund 100% of the credit's value claimed on Louisiana state tax returns or at any time during the year can receive 85% of the value earned as a rebate.

DIGITAL INTERACTIVE MEDIA & SOFTWARE DEVELOPMENT – HIGHLIGHTS

- EA
- Gameloft
- Moonbot Studios
- Twin Engine Labs
- TurboSquid



- Ameritas
- Susco Solutions
- InfiniEdge Software
- Bowman Systems
- Carollton Technology Partners
- Geocent
- Apex Innovations



- VC Experts
- DUKKY
- Federated Sample
- CSC
- CGI



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