



**GREATER PHILADELPHIA
FILM OFFICE**

WWW.FILM.ORG

BOARD OF DIRECTORS

SHARON PINKENSON
Executive Director

FRED BLUME
Chairman

BRIAN PRESKI
Vice Chairman

CRAIG SPENCER

JONATHAN A. SAIDEL

MELANIE JOHNSON

NICOLE CASHMAN

JUDY MUNROE

One Parkway Building
1515 Arch Street
11th Floor
Philadelphia, PA 19102
PHONE: 215-686-2668
FAX: 215-686-3659
www.film.org
mail@film.org

February 2, 2011

The Honorable Chris Christie
Governor, State of New Jersey
PO Box 001, State House
Trenton, NJ 08625

RE: Senate Bill 690/ Assembly Bill 2905 – Garden State Film and Digital Media Jobs Act Request for Favorable Consideration

Dear Governor Christie:

As the Executive Director of the Greater Philadelphia Film Office I am writing to urge you to sign into law the Garden State Film and Digital Media Jobs Act restoring the NJ film tax credit.

I was thrilled to hear that the Garden State Film and Digital Media Jobs Act passed overwhelmingly in both New Jersey Houses earlier this month and now awaits your Executive Action. While I certainly appreciate that the recent economic crisis has prompted criticism of a seemingly disposable business sector, I humbly challenge you to reconsider the tangible and intangible rewards of a supporting a booming, creative, high-wage industry like the film production industry.

In Pennsylvania our economic impact studies have made it clear that film tax credits fuel businesses. It is also clear that any decrease in our film production tax credit program would have the immediate and direct effect of ending those jobs, and thereby reversing the impact of our investments, sending lucrative jobs to other states with more dependable tax incentive programs. Clearly, our neighbor New Jersey would benefit from any disruption in our program as long as your program stays intact. But just like the value of clusters of business on the same street, we would all be better off if the east coast corridor had strong filmmaking incentives, particularly in the Mid-Atlantic States.

For years, the United States lost \$10 billion dollars per year or more to Canada in runaway production because the US did not offer incentives to the film industry. However, since 2004 these dollars, American dollars, have migrated back to the US, solely because states began offering film incentives. Currently the federal government and almost all US states, even New York and California, offer production incentives for motion picture and television productions. A number of jurisdictions also offer incentives for commercial advertisement, digital programming, post-production, video game production, animation, and other production types. More than a dozen international jurisdictions offer production incentives for foreign producers. It is more crucial now than ever before to retain your film incentives and keep your state competitive in this rapidly growing global industry.

I urge you to continue supporting New Jersey businesses and the livelihoods of those New Jersey residents supporting their families with film industry jobs by signing into law the Garden State Film and Digital Media Jobs Act. Please remember that the film industry is a manufacturing industry for the 21st century, one that manufactures moving pictures instead of moving parts. The high tech nature of our industry serves to reverse the brain drain, a goal we all strive to achieve. And selfishly, Governor Corbett will be further inspired by your leadership in making this critical decision to keep our thriving film industries from a certain death. Let's keep the film crews off the unemployment lines and the movie stars as taxpayers. I appreciate this opportunity to add my voice of support and am happy to discuss this matter further with you at your convenience.

Sincerely,

Sharon Pinkenson
Executive Director