



Jay Hall, Acting Commissioner
Kentucky Department of Tourism

Movies & Media Today



- 81.5 Million Subscribers
- 30% share Netflix credentials
- 100 Million hours per day
- 70% binge watch shows

DEMAND FOR CONTENT WILL CONTINUE TO GROW

Film Industry Statistics (US)

**Original Scripted TV
Shows, 2016**

455

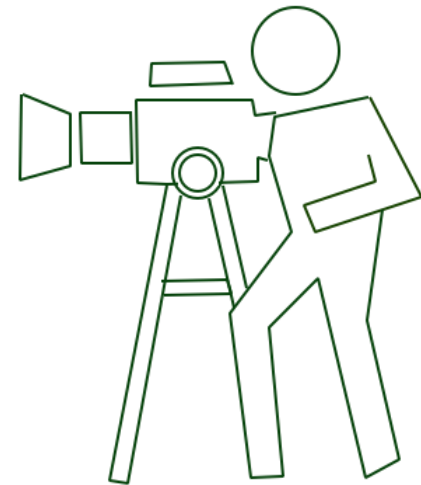
**Films Released
Nationwide, 2016**

718

**Employment
2M employed
\$139 Billion in
wages**

**Annual Growth 2011-2016
2.7%**

**Projected Annual Growth
2016-2021
3.1%**



This industry relies on three key elements:



KENTUCKY
FILM OFFICE

- ✓ **The Film Incentive**
- ✓ **Crew**
- ✓ **Studios**

History of Film Incentives



2009 Legislative Session: Incentives created

- **20%**
- **Refundable**
- **No Cap**

2015 Legislative Session: Incentives enhanced

- **30-35%**
- **Refundable**
- **No Cap**

2018 Legislative Session: Incentives capped

- **30-35%**
- **Non-Refundable / Non-Transferable**
- **Capped Incentive awards at \$100M per year**



**Kentucky Business Investment (KBI) Program
Enhanced Incentive Counties (2017-2018)**

- 30-35% Non-Refundable, Non-Transferable Tax Credit
- 35% for filming in an Enhanced Incentive County

1	Adair	31	Greenup	61	Muhlenberg
2	Allen***	32	Harian	62	Nicholas
3	Ballard	33	Harrison**	63	Ohio
4	Bath	34	Hickman	64	Owsley
5	Bell	35	Jackson	65	Pendleton
6	Boyd	36	Johnson	66	Perry
7	Boyle*	37	Knott	67	Pike
8	Bracken	38	Knox	68	Powell
9	Breathitt	39	Laurel	69	Pulaski
10	Breckinridge	40	Lawrence	70	Robertson
11	Butler	41	Lee	71	Rockcastle
12	Carlisle	42	Leslie	72	Rowan
13	Carroll*	43	Letcher	73	Russell
14	Carter	44	Lewis	74	Taylor
15	Casey	45	Lincoln	75	Trigg
16	Christian	46	Livingston	76	Trimble
17	Clay	47	Lyon	77	Union
18	Clinton	48	Magoffin	78	Wayne
19	Crittenden	49	Marion	79	Whitley
20	Cumberland	50	Marshall***	80	Wolfe
21	Edmonson	51	Martin		
22	Elliott	52	Mason		
23	Estill	53	McCreary		
24	Fleming	54	McLean		
25	Floyd	55	Meade*		
26	Fulton	56	Menifee		
27	Gallatin**	57	Metcalfe**		
28	Garrard*	58	Monroe		
29	Grayson	59	Montgomery		
30	Green	60	Morgan		

Enhanced Incentive Counties

- Certified as of June 30, 2017
- *Decertified as of June 30, 2017 (Projects must be finalized by June 30, 2020)
- **Decertified as of June 30, 2016 (Projects must be finalized by June 30, 2019)
- ***Decertified as of June 30, 2015 (Projects must be finalized by June 30, 2018)

Minimum Wage Requirements:
 Enhanced - \$9.06 (\$10.42 benefits)
 Other - \$10.88 (\$12.51 benefits)

Movies & Media Made in Kentucky



Movies and projects filmed
in Kentucky since 2016

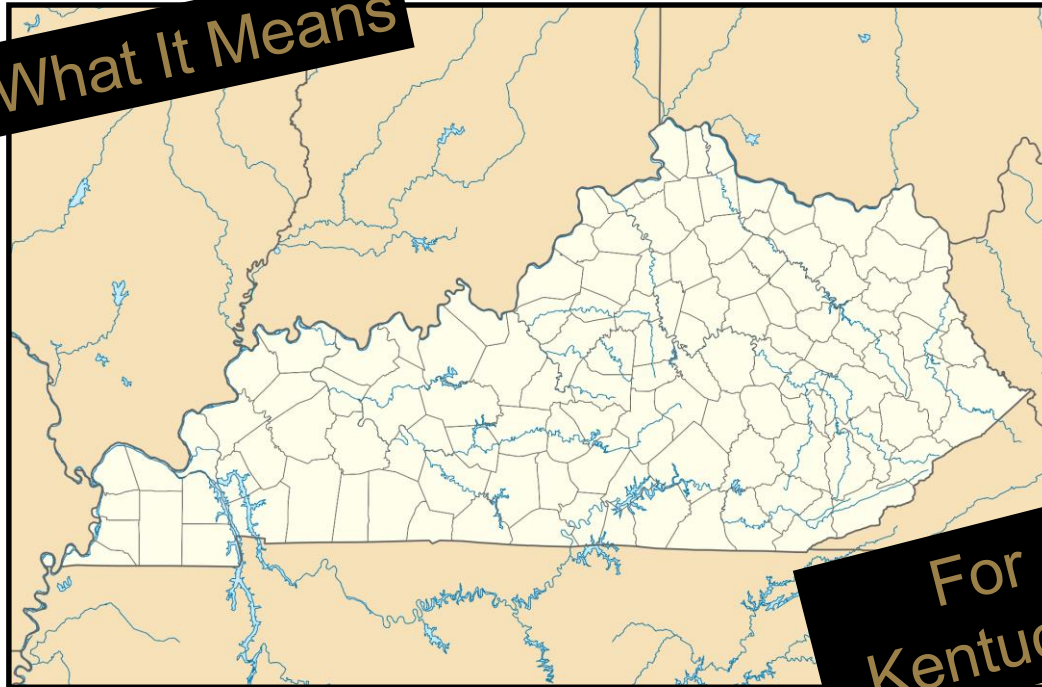
73

Movies Filmed in
Kentucky 2009-15

11



What It Means



**For
Kentucky**

**Investment by the Industry
2009-2015
(6 years)**

\$19M Spent :

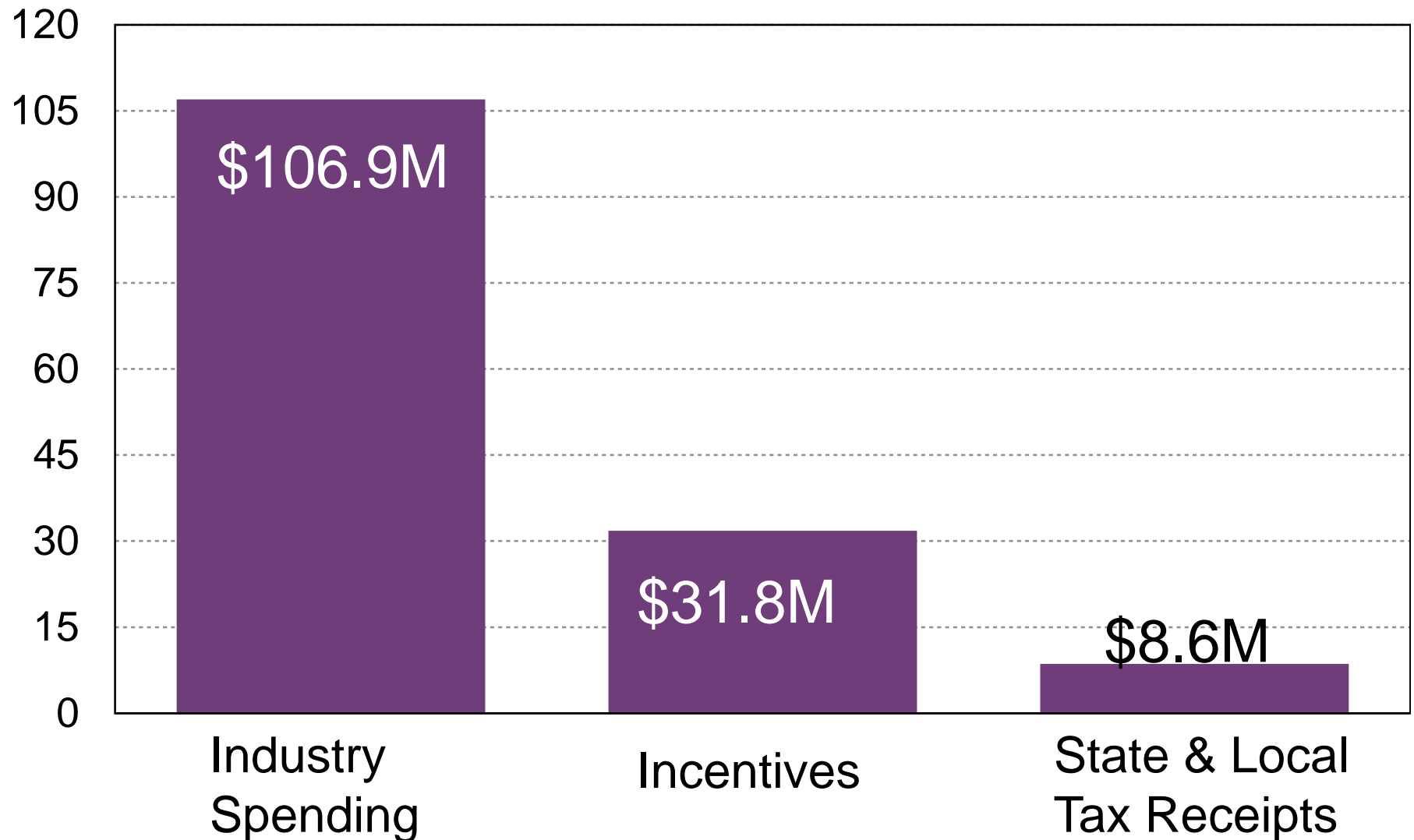
Supported 228 direct jobs

**Investment by the Industry
2016-present
(4 years)**

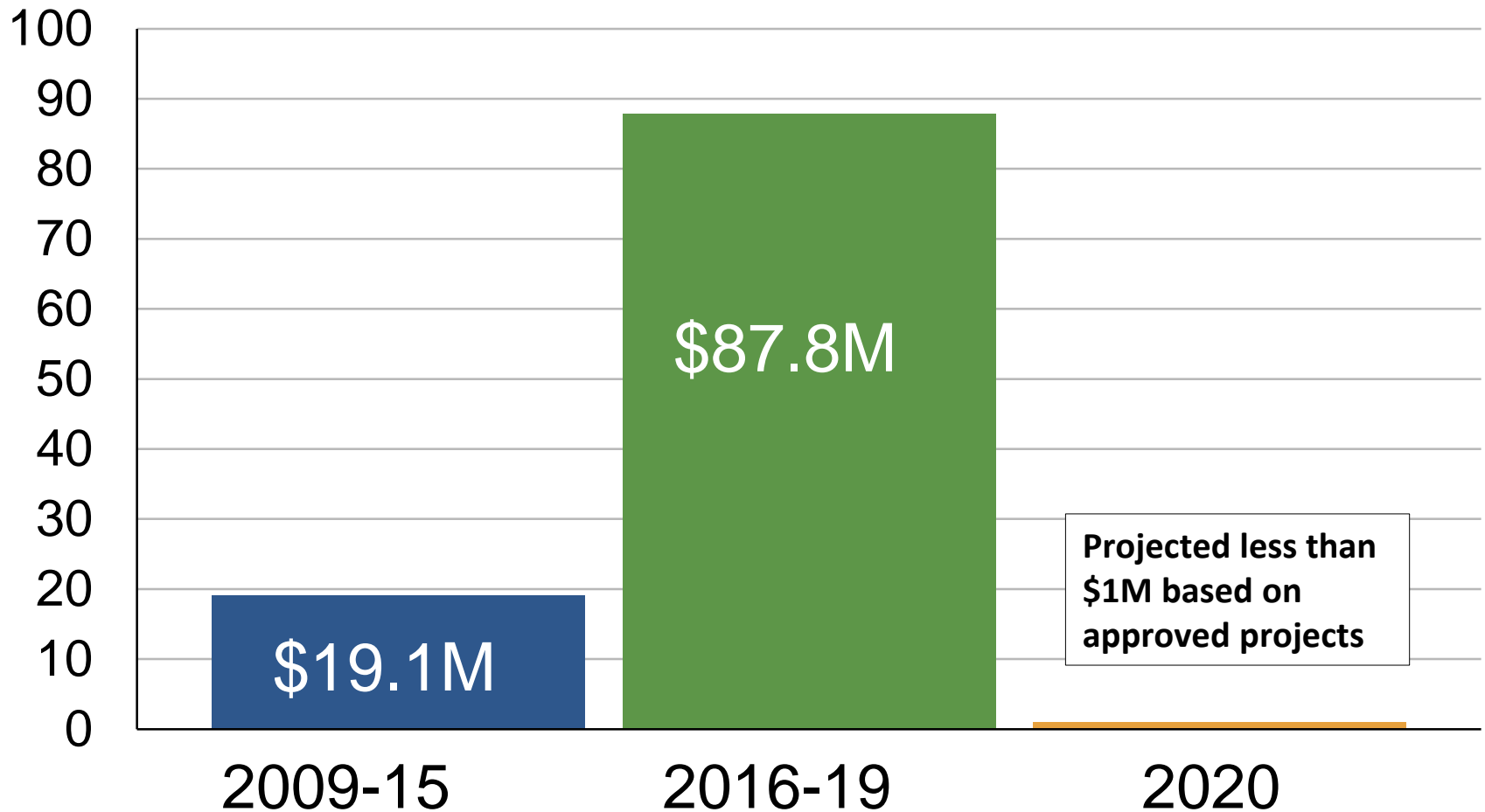
\$87.8M Spent :

Supporting 1,053 direct jobs

Direct Spend 2009-2019



Film Industry Spending in Kentucky



Film Incentive Program



Films completing production and
receiving incentives

19%

Total incentives awarded in
that 10 year period

\$31.8M



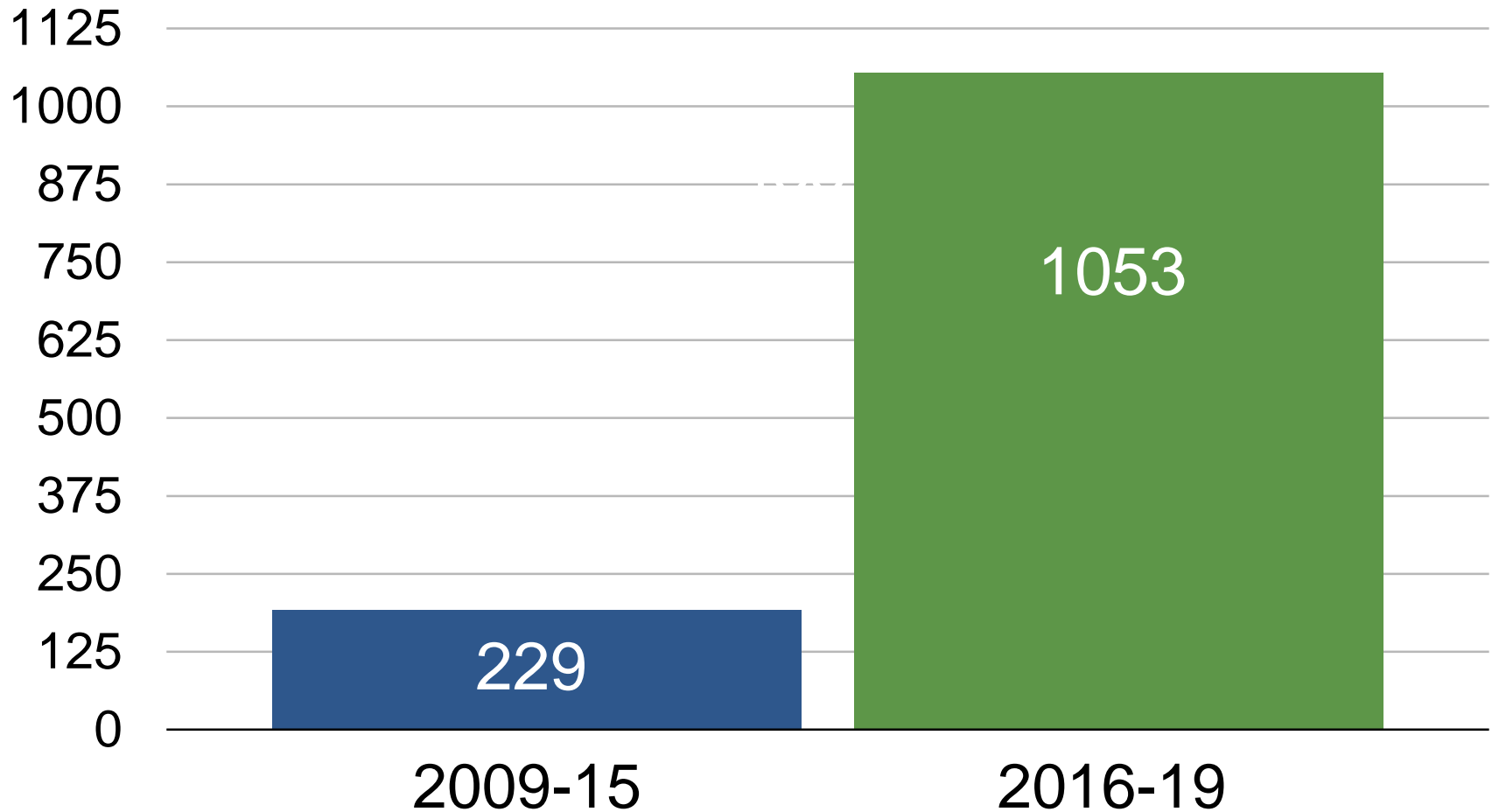
Job Creation: Trained Workforce

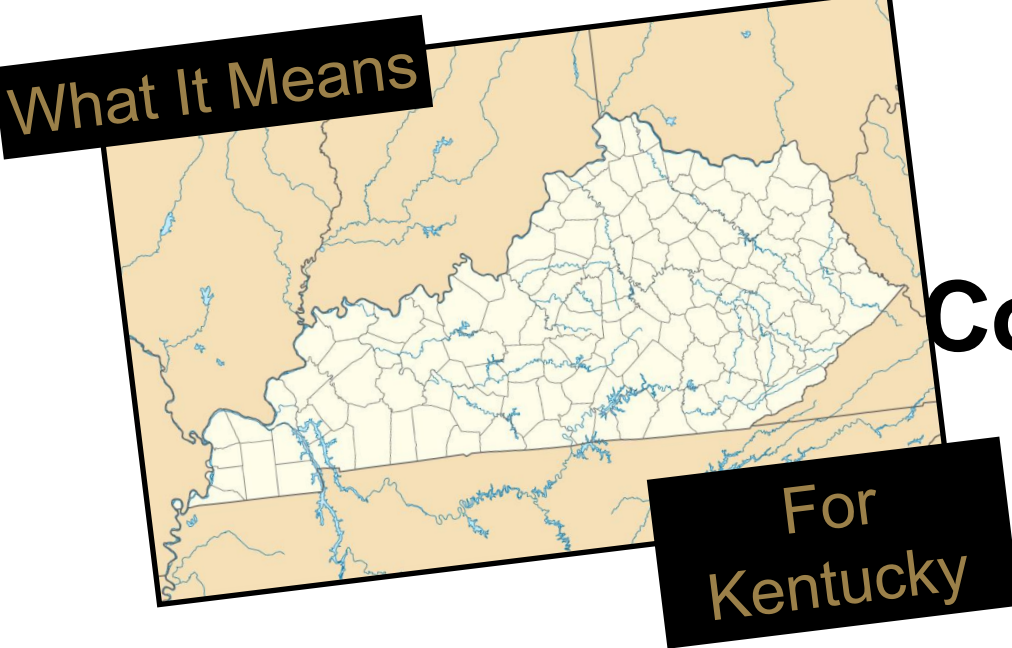
- Industry-specific skilled labor needed
- The Kentucky Film Certification Program was created by Asbury University

WWW.KYFILMCERTIFICATION.COM



Full-time Equivalent Jobs Created





Constructing Studios in Kentucky

Every \$1M in studio construction:

- Supports 10 Jobs
- Economic Impact: \$1.6M
- Other businesses enjoy additional \$600K in sales

Every 100 jobs created by having studios:

- Supports 80 additional jobs in other businesses
- \$25M economic impact



KENTUCKY
FILM OFFICE

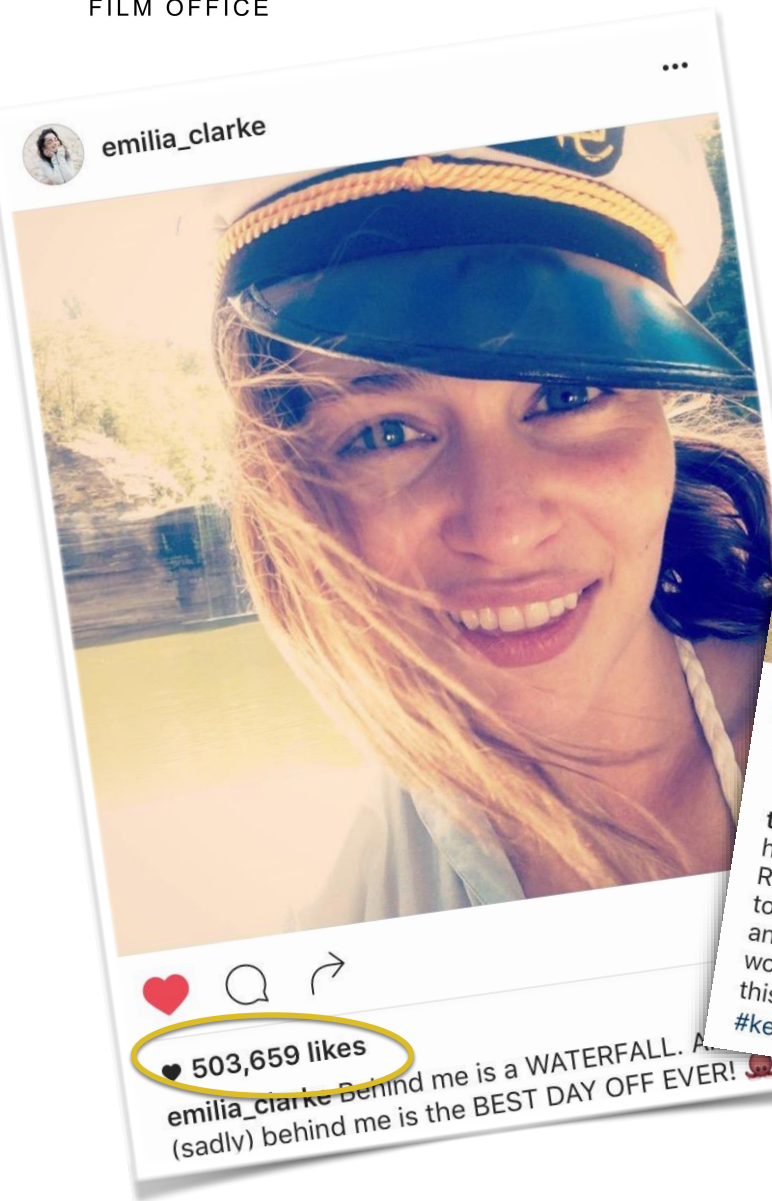
Additional Benefits

**Changes the
perception of
Kentucky**

Film Tourism

City Revitalization

Perception of Kentucky Free Advertisement



Thora Birch
@1107miss

I mean.... Really? Why did no one tell me how gorgeous KY is? Yup. Pun intended.



Film Tourism

*People Want to See In-Person
What They Experience On-the-Screen*



Close Encounters
Of a Third Kind



Devil's Tower
Wyoming

City Revitalization

"Above Suspicion"
Movie Make-Over



Harlan,
Kentucky



D I A N E L A N E

J O H N M A L K O V I C H



SECRETARIAT

THE IMPOSSIBLE TRUE STORY IN THEATERS OCTOBER 8

Questions?



Kentucky Office of Film and Tourism Development

www.kyfilmoffice.com

1-800-345-6591