

ACT No. 417

2015 Regular Session

HOUSE BILL NO. 678

BY REPRESENTATIVE STOKES

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AN ACT

To amend and reenact R.S. 47:6007(C)(1)(introductory paragraph) and (c)(i) and (D)(6) and to enact R.S. 47:6007(B)(17) and (18) and to repeal R.S. 47:6007(D)(8), relative to tax credits; to establish requirements for inclusion of certain Louisiana promotional content or activity related to productions eligible for certain entertainment industry tax credits; to provide with respect to the motion picture investor tax credit; to provide with respect to the digital interactive media and software tax credit; to provide for applicability; to provide for effectiveness; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 47:6007(C)(1)(introductory paragraph) and (c)(i) and (D)(6) are hereby amended and reenacted and R.S. 47:6007(B)(17) and (18) are hereby enacted to read as follows:

§6007. Motion picture investor tax credit

* * *

B. Definitions. For the purposes of this Section:

* * *

~~(17)~~ (17) "Alternative marketing opportunity" means an alternative marketing mechanism which has been approved by the office for a production as an alternative to a Louisiana promotional graphic.

(18) "Louisiana promotional graphic" means a graphical brand or logo for promotion of the state which has been approved by the office for a production, consisting of either of the following:

1 D. Certification and administration.

2 * * *

3 (6) Reports.

4 (a) With input from the Legislative Fiscal Office, the office shall prepare a
5 written report to be submitted to the Senate Committee on Revenue and Fiscal
6 Affairs and the House of Representatives Committee on Ways and Means no less
7 than sixty days prior to the start of the Regular Session of the Legislature in 2007,
8 and every second year thereafter. The report shall include the overall impact of the
9 tax credits, the amount of the tax credits issued, the number of net new jobs created,
10 the amount of Louisiana payroll created, the economic impact of the tax credits and
11 film industry, and any other factors that describe the impact of the program.

12 (b) The department shall include in its annual report detailing the alternative
13 marketing opportunities it has approved in the most recently ended calendar year for
14 tax credits earned for productions which employed an alternative marketing
15 opportunity in lieu of a Louisiana promotional graphic, as provided in Item (C)(1)(i)
16 of this Section. The report shall be provided annually on or before the first day of
17 February to each member of the House Committee on Ways and Means and the
18 Senate Committee on Revenue and Fiscal Affairs. The report shall include but not
19 be limited to the following:

20 (i) The goals and strategy behind each alternative marketing opportunity
21 approved for state-certified productions.

22 (ii) The names of all motion picture production companies approved by the
23 office to provide alternative marketing opportunities.

24 (iii) The estimated value to the state of each approved alternative marketing
25 opportunity compared to the estimated value of a Louisiana promotional graphic.

26 (iv) The names of all motion picture production companies who chose to
27 include a Louisiana promotional graphic instead of offering the state an alternative
28 marketing opportunity.

29 * * *

30 Section 2. R.S. 47:6007(D)(8) is hereby repealed in its entirety.

1 Section 3. The provisions of this Act shall be applicable to productions receiving
2 initial certification on or after August 1, 2015.

3 Section 4. The Louisiana State Law Institute is hereby directed to renumber the
4 paragraphs within R.S. 47:6007(B).

5 Section 5. This Act shall become effective on July 1, 2015; if vetoed by the governor
6 and subsequently approved by the legislature, this Act shall become effective on July 1,
7 2015, or on the day following such approval by the legislature, whichever is later.

SPEAKER OF THE HOUSE OF REPRESENTATIVES

PRESIDENT OF THE SENATE

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____