

**RÉSUMÉ DIGEST****ACT 417 (HB 678)****2015 Regular Session****Stokes**

Existing law establishes a tax credit for investors in state-certified motion picture productions filmed in La.

Prior law provided for a credit equal to 30% of the "base amount" of "production related expenditures".

New law reduces the credit from 30% to 25% of production related expenditures if a production does not include and utilize La. promotional marketing or content as part of the production.

New law adds the following definitions for the promotional marketing and content required to receive a 30% tax credit:

- (1) "Alternative marketing opportunity" means an alternative marketing mechanism which has been approved by the Dept. of Economic Development (DED) as an alternative to a La. promotional graphic for purposes of a production.
- (2) "Louisiana promotional graphic" means a graphical brand or logo for promotion of the state, which has been approved by DED for a production consisting of either of the following:
  - (a) A graphic that promotes La. in the end credits before the below-the-line crew crawl for the life of the production and which includes a link to La. on the production's website and online promotions.
  - (b) An embedded graphic that promotes La. during each broadcast worldwide for the life of the production and which includes a link to La. on the production's website and online promotions.

New law requires DED to include in its annual report information regarding the specific use and comparative value of the alternative marketing opportunities it has approved for productions in the most recently ended calendar year. The report is to be provided on or before Feb. 1<sup>st</sup> to each member of the House Committee on Ways and Means and the Senate Committee on Revenue and Fiscal Affairs.

Effective July 1, 2015, and applicable for productions receiving initial certification on or after August 1, 2015.

(Amends R.S. 47:6007(C)(1)(intro. para) and (c)(i) and (D)(6); Adds R.S. 47:6007(B)(17) and (18); Repeals R.S. 47:6007(D)(8))