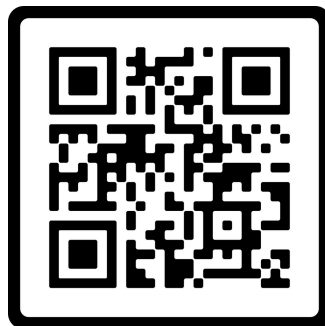


**Let's re-establish California as the
Film & Television capital of the world!**

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Keep Filming IN California

WHY THIS MATTERS

- Over the past three years, California's signature industry has lost market share to its array of U.S. and global competitors, including New York, Georgia, the United Kingdom, Canada, and others. Greater Los Angeles went from a nearly 23% capture of qualified projects in 2021 to only an 18% share in 2023. (FilmLA)
- California's Creative Economy accounts for one in ten jobs, and is a source of well-paying jobs - paying more than double the wages than the rest of the state's economy. (Otis College Report on CA's Creative Economy)
- In the second quarter of 2024, the number of film shoot days in the Los Angeles area declined 33% from the five-year seasonal average. (FilmLA)
- The projects approved during the first two and a half years of the current Film & TV Tax Credit Program have generated \$6.2 billion in direct in-state spending, including more than \$2.1 billion in qualified wages. (CA Film Commission)
- Georgia does not limit the total amount of credits that can be issued annually and in recent years the program has surpassed \$1 billion. New York's program is funded at \$700 million a year through 2034
- When the CA Film & TV industry is thriving, it affects more than just crew members and production vendors. Hotels, restaurants and hardware stores (to name just a few) all flourish from both the money spent by the production itself and from the money spent by individuals earning wages from the industry's long reaching economy.

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