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Senator Johnny Ellis
Senator Lyman Hoffman
Senator Bert Stedman
State Capitol
Juneau AK, 99801

RE: SB 23 – Film Production Tax Credit

Dear Senators Ellis, Hoffman, and Stedman,

On behalf of the Alaska Travel Industry Association (ATIA), we would like to state our support for extending the Alaska Film Production Tax Incentive Program as proposed in HB 67 and SB 23.

ATIA operates with two distinct functions: 1) We advocate on behalf of 1,100 business members and 2) We are charged with executing an effective tourism marketing program. While fulfilling these dual roles, we believe that ATIA has a unique viewpoint to share on this bill.

As an economic development program, ATIA believes the extension of the Film Production Tax Credit creates jobs for Alaskans and diversifies the economy. While films are in production in Alaska, there are measurable benefits to hotels, airlines, restaurants and others in the travel & hospitality industry. The high-profile production “Everybody Loves Whales” demonstrates the immediate impact brought by this fairly new industry to our communities and businesses.

ATIA also believes that the Film Production Tax Credit and film projects that portray images of Alaska do not replace the need to market Alaska as an attractive tourism destination. By definition, this tax credit promotes the new production of film projects within Alaska. It does not require such projects to promote Alaska as a destination, portray Alaska in a positive light, create a direct response mechanism for possible visitors, provide tools to facilitate planning a vacation to Alaska or connect viewers to Alaskan businesses. For these goals, a well-funded Alaska tourism marketing program is required.

Therefore, we wish to convey our strong support of the extension of the Film Production Tax Credits as an economic development program for an emerging industry.

Regards,

Deb Hickok
Chair, Board of Directors
ATIA

Ron Peck
President
ATIA