

March 11, 2011

Senator Johnny Ellis
State Capitol Rm. 119
Juneau, AK 99801-1182



Re: SB 23 – Extension of film production tax credits

Dear Senator Ellis:

On behalf of General Communication, Inc. (GCI), I add the company's support for SB 23 which extends the film production incentive program and film tax credits in Alaska.

GCI was involved in the recent production of *EVERYBODY LOVES WHALES*. As a major sponsor of this film we observed first-hand the impact this small studio production had on the economies of Anchorage and Barrow.

Some economic impacts can be easily measured – such as those in the recently released report by the Anchorage Economic Development Corporation (AEDC) – but it's more difficult to quantify the effect on a business such as ours. From a corporate perspective, our association with the film engendered good will with Alaskans, who recognize the need to build economic opportunities within the State.

It's our goal to repeat the positive experience we had working with the producers on *EVERYBODY LOVES WHALES*. In fact, we will be partnering with the producers of *THE PEAK*, a major motion picture with a much higher budget, and look forward to working with other producers throughout the years as they bring their film business to Alaska.

The cache of working with a feature film in Alaska provides GCI an excellent marketing tool, and just as a high tide lifts all ships, we expect that any Alaskan business that provides goods and services would likewise see a financial boost.

GCI wholeheartedly supports SB 23 and the continuation of the film production incentive program and tax credits.

Sincerely,

A handwritten signature in black ink that reads "Paul Landes".

Paul Landes
Senior Vice President of Consumer Services
General Communications, Inc.

cc: All House members