



February 11, 2011

Senator Johnny Ellis  
Chair, Senate Rules Committee  
State Capitol, 119  
Juneau, AK 99801

Re: Film Incentive Credit SB23/HB67

Dear Senator Ellis:

The Juneau Convention & Visitors Bureau (JCVB) supports SB23/HB67. We understand the importance of creating jobs and diversifying the economy for Alaska and for Alaskans.

As a destination marketing organization with over 275 business members, we appreciate the economic impact that the visitor industry (both leisure and business) brings to our community. As has been demonstrated with "Everybody Loves Whales," the film industry is an economic stimulator that relies heavily on the hospitality industry and brings much-needed business to hotels, restaurants, catering, and transportation services.

As stated in the bill, the film incentive program creates transferable tax credits for eligible corporate tax payers. The subsequent tax relief this brings to a variety of industries is another form of economic stimulus for our state.

We support the objective of SB23/HB67 to make Alaska more competitive in attracting film production business, to create new jobs and generate business opportunities.

Sincerely,

*Lorene Palmer*

Lorene Palmer  
President/CEO

Juneau Convention & Visitors Bureau  
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