



March 16, 2011

The Honorable Johnny Ellis
Alaska State Senate

Dear Senator Ellis -

I am writing in support of SB 23, the film incentive bill, and want to add my voice to the many who favor extending the program for 10 years as well as increasing the amount available to tax credits by an additional \$100 million.

My company, Kaladi Brothers Coffee Co., had a front row seat to the making of *Everybody Loves Whales*. Whether it was all-Alaskan coffee, lattes, cappuccinos or chai tea, we had the privilege of serving our products to the cast and crew for nearly four months. Our coffee cups and our baristas were on the set every day, and our home roasted coffee kept the production rolling. We donated our time and our product 24 hours a day / 7 days a week not because we wanted the recognition, but because we believed in doing everything we could to encourage productions like *Whales* to choose Alaska as a film location. We knew that good word of mouth back in Hollywood about Alaska's hospitality [and good coffee] would go along way toward convincing other productions that Alaska could host their needs. By encouraging more feature films, we believed it would be good for the long-term economic development of the state.

As was recently reported in a study done for the Anchorage Economic Development Corporation, because of *Everybody Loves Whales*, the state as a whole saw \$16.5 million more in output between August and November 2010 than otherwise would have been the case. That's just the economic impact of this one movie! I can imagine a time when Alaska will host three or four or five movies a year.

Of course, as you so well understand, no feature film or television show would film here if not for the tax credit incentives. Alaska must be competitive with other states and do whatever it can to attract more feature films, television shows and documentaries to the state. And so I applaud your vision and your effort to extend the tax credits with hope that it will be supported and passed by the legislature this session.

Sincerely,

Dale Tran
Chief Operating Officer
Kaladi Brothers Coffee