



When our industry thrives,
California thrives.

California Film & Television *Jobs Program* Impact Report

Prepared by
The Entertainment Union Coalition





ENTERTAINMENT UNION COALITION (EUC)

Keep California Rolling is led by entertainment industry unions and guilds to protect jobs, strengthen the economy, and ensure that California remains the global center for film and television production.

The Entertainment Union Coalition (EUC) is a multi-union alliance dedicated to advocating for its members in the entertainment industry on public policy issues in California. The EUC is committed to protecting and advancing the economic livelihoods, health and pension benefits, workplace safety, organizing rights, and creative interests of its members. Its member organizations currently include the American Federation of Musicians, California IATSE Council, Directors Guild of America, LiUNA! Local 724, SAG-AFTRA, Teamsters Local 399 and Writers Guild of America West, collectively representing over 165,000 members who live and work in California's entertainment industry.

The Unions and Guilds in the Entertainment Union Coalition stand with Governor Newsom's inclusion of an expanded \$750 million annual California Film & Television Jobs Program in the 2025-2026 budget. Unlike other economic incentives, this program is directly tied to the creation of jobs for California workers, strengthens the economic future of California, and supports a healthy and viable motion picture industry by creating jobs where workers live.

When our Industry thrives, California thrives.





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STATE OF INDUSTRY



THE ENTERTAINMENT INDUSTRY IS AT A PIVOTAL, YET EXISTENTIAL MOMENT IN CALIFORNIA.

While resilient, a future in California is not guaranteed. The past few years, marked by the pandemic, corporate contraction, global competition and natural disasters have taken a toll on the industry throughout our state. Rebuilding the lives of those impacted by the lack of work will require an approach that stabilizes the industry to provide increased jobs and hope to thousands of working families.

For over a century, California has been the heart of the film and television industry, supporting hundreds of thousands of middle-class workers and fueling a vast network of local businesses, tourism, and economic growth. The recent lack of work in our state's film and television industry has caused many below-the-line, middle-class industry workers, and their families, to lose their healthcare, their homes and deplete their retirement savings just to stay afloat.

These workers are fundamental in building and maintaining one of California's top industries – film and television production. An industry that supports good jobs, statewide businesses, tourism, cultural values and a significant part of why California boasts the fifth largest economy in the world.

Unlike other states that treat incentive programs as corporate handouts, California's Film & Television Jobs Incentive Program prioritizes workers and requires an investment in skilled, diverse, and safety-trained professionals who keep this industry strong.

Keeping California competitive will require action to protect and preserve our lucrative and staple industry throughout our state.



ENTERTAINMENT UNIONS AND GUILDS HAVE REPORTED A **40%** DROP IN PRODUCTION.

In 2024, it was reported from the Motion Picture Industry Pension & Health Plans, that covers IATSE, Teamsters, LiUNA! and more, only about 88 million hours of employment.

This number reflects **35 million fewer hours** of employment since the end of 2022, translating to about **17,000 jobs that have evaporated**.

- Film and television production incentive programs are designed to strengthen local industry infrastructure and workforce to encourage production work.

Today, 120 jurisdictions around the world offer attractive incentives, many of which are larger than California's program.

In a recent Prodpro survey, studio executives were asked about their preferred production locations for 2025-2026. **The top five choices were all outside of the United States.**

Top 10 cost-controlling measures considered by studio execs

- | | |
|----------------------|------------------------------------|
| 1. Tax incentives | 6. Fewer episodes |
| 2. Hiring local crew | 7. Lower negotiated supplier rates |
| 3. Shorter schedules | 8. Reduced crew size |
| 4. Digital workflows | 9. Virtual production |
| 5. Co-productions | 10. Remote production techniques |

93% of studio execs placed tax incentives as a top 3 cost control measure

Crew Optimism (% of respondents with optimistic outlook)



Recent productions moving outside of California accounted for \$1.46 billion in spending lost to our state.

This number reflect a significant loss to below-the-line production workers, local businesses dependent on the film and television industry, as well as tax revenue and contributions to both state and local governments.



HISTORY

California Film & TV Jobs Program

The California Film and Television Jobs Program was created to protect and grow the state's entertainment industry in response to "runaway production"—the shift of film and television jobs to other states and countries in the late 1990s due to the creation of tax incentive programs.

THE RESPONSE TO THIS EXODUS WAS THE CREATION OF OUR CALIFORNIA FILM & TELEVISION JOBS INCENTIVE PROGRAM.

While the most recent California's Film & Tax Credit 3.0 has helped retain jobs, it remains insufficiently funded to compete with more aggressive incentive programs elsewhere.

TIMELINE

2009: First 'Film & Television' Incentive PROGRAM was adopted

- CA unions and guilds worked together to fight for the California Film and Television Jobs Program, which helped create middle-class, union jobs in the state.
- The first official California Film & Television Jobs Incentive Program was allotted \$100million per year for 8-years.

2020: Program 3.0 extended the program w/ inclusion of infrastructure & soundstage construction & renovation

- A Career Pathways program was created to strengthen existing workforce development.
- In 2020, Program 3.0 included CA Soundstage Filming Tax Credit Program to encourage the construction and renovation of soundstages.

CURRENT 2025 INITIATIVE:
Entertainment unions and guilds are supporting Governor Newsom's 2025-2026 Budget to INCREASE current program from \$330million to \$750million annually.

2014: The CA Legislature passed the 2nd iteration of the state's job incentive program to curb 'Runaway Production' & create MORE jobs

- This program more than tripled the amount of annual funding from \$100 million to \$330 million.
- Program 2.0 also extended eligibility to include a range of project types as well as introduced a "jobs ratio" ranking system to select projects based on "qualified" spending.
- In 2018, the program was extended five (5) years.

2023: Program 4.0 extended current program w/ safety & workforce development

- Program 4.0 was renewed through Governor Newsom's 2023-2024 budget at \$330 million.
 - It is now set to sunset in 2030.
- Workforce development provisions, data gathering requirements and safety provisions were expanded.



We must **EXPAND** our incentive to save our jobs & industry in California.



CA FILM & TV JOBS PROGRAM

Career Pathways Initiative

4.0

On July 1, 2025, the California Film Commission's (CFC) Film & Television Jobs Program will implement policies to promote workforce training and voluntary diversity, equity, and inclusion initiatives.

The California Film and Television Jobs Program 4.0 will double productions' existing financial commitment to the Career Pathways job training program from .25% to .50 %. The funding allocation for workforce development will be increased from \$2,500 for every \$1 million of credit awarded to \$5,000 of every \$1million of credit awarded. If Governor Newsom's proposed budget increase passes the Legislature, then the amount allocated to Career Pathways will double again.

These changes seek to provide equal opportunity for all and uplift women, people of color, the LGBTQ community, people with disabilities, and other marginalized communities in California's motion picture and television production industry.



- Productions must complete a CFC Diversity, Equity, Inclusion, & Accessibility (DEIA) checklist along with its application for consideration.
- For productions that submit a DEIA workplan, they must also submit an interim assessment during the production.
- Productions that submit a final assessment and show they have made a good-faith effort to follow their DEIA work plan will receive 100% of the tax credit amount. Productions that opt out or fail to demonstrate a good faith effort will have 4% of their production's final credit amount withheld.
- Each qualified production is required to collect voluntary, self-reported data about all those employed about their gender, race, and ethnicity. This information is reported publicly by the California Film Commission (CFC) on an annual basis.
- Qualified Productions will be required to continue the commitment to the existing Career Readiness internships and other voluntary career readiness programs that provide opportunities for underrepresented groups.



JOB & WORKFORCE DEVELOPMENT

The California Film & Television Jobs Program has always been a jobs initiative designed to create and sustain middle-class careers in the entertainment industry. Eligibility is based on the number of industry jobs supported along with the use of California vendors and small businesses, from lumber yards to costume houses.

NO TAX CREDIT IS ISSUED UNTIL WORKERS AND SMALL BUSINESSES ARE PAID, ENSURING DIRECT ECONOMIC BENEFITS WITH NO LAG TIME.

In July of 2025, new safety measures, workforce development and training programs will be introduced, but without additional funding to protect and grow workplace opportunities, these improvements cannot be fully realized. California is home to the most skilled and safety-trained crews in the industry—losing this sector would not only weaken our economy but also drain the state of its world-class workforce.



- According to the California Employment Development Department, film and television employment in California reached an average of 185,817 jobs since 2009, when Program 1.0 was enacted.
 - Between 2009 and 2021, a total of 2,415,628 individuals were employed in the industry, with \$8.2 billion in wages paid to 1,685,000 California film workers.

Currently in California, entertainment unions and guilds reported an over **40% decline in work opportunities for their members.**

- From 2015 to 2020, California lost an estimated 28,000 jobs and \$2.6 billion in labor income just due to productions that applied for incentives but, unable to secure them, chose to film elsewhere.
 - *This does not include all the jobs and revenue lost because people did not even consider California.*
- Expanding job opportunities is crucial for increasing pathways into the industry and ensuring greater representation in film and entertainment careers.

KEY WORKFORCE DEVELOPMENT INITIATIVES WILL FAIL IF THERE ARE NO WORK OPPORTUNITIES.



VENDORS & LOCAL BUSINESS



The Film and Television Industry fuels businesses across California—hotels, dry cleaners, lumber suppliers, restaurants, transportation, fire and safety services, sanitation and more. This mobile industry drives economic activity statewide, benefitting both industry vendors and small businesses. Even non-industry businesses—hair salons, frame shops, spas and retailers—thrive when entertainment workers are employed and spending locally.

KEEPING PRODUCTIONS IN CALIFORNIA MEANS KEEPING LOCAL BUSINESSES STRONG.



- In January 2023, the Motion Picture Association reported that the American film and television industry supports over two million jobs, contributes more than \$180 billion in total wages, and encompasses over 122,000 businesses nationwide.
- The presence of the industry generates increased demand for non-entertainment businesses, including restaurants, dry cleaners, hotels and spa services.
- For now, California remains the largest and most established entertainment hub in North America, featuring 5.2 million square feet of certified stage space and an estimated one million additional square feet of non-certified or specialty space.

While well positioned to support a vibrant industry workforce, without an expansion to our jobs program to keep work in California, these spaces are underutilized.



TOURISM & HOSPITALITY

California's entertainment industry is a major driver of tourism, attracting visitors from around the world to experience iconic filming locations, famous sights, and the Hollywood magic. This influence supports hospitality, food service, local businesses, tax revenue and the broader economy, with tourism ranking as the third-largest employment sector in the state.

While film and television-related tourism isn't directly tied to tax credit productions, a thriving film and television industry keeps California a top global destination.

EXPANDING THE FILM AND TELEVISION JOB CREATION PROGRAM ENSURES PRODUCTIONS CONTINUE TO **SHOWCASE CALIFORNIA, BOOST TOURISM, AND STRENGTHEN ITS ECONOMIC COMEBACK.**



- Based on research by SMARInsights for Visit California, it's estimated that over the past 10 years, the California film and television industry has influenced nearly 18 million trips, \$51 billion in visitor spending and \$3.4 billion in tax revenue from U.S. and international travelers.
- These tourists contribute significantly to the state economy by spending on accommodations, food services, entertainment centers, such as Universal City and LA Live, and local tourism hotspots, such as Yosemite, Golden Gate Bridge, Joshua Tree, TCL Chinese Theatre, the Redwood Forest, wineries in Santa Barbara and Napa Valley, Lake Tahoe, and shopping districts across the state.
- The travel industry supported approximately 1.2 million jobs in 2023.





CALIFORNIA ECONOMY

CALIFORNIA'S ENTERTAINMENT INDUSTRY FUELS THE ECONOMY FAR BEYOND FILM AND TELEVISION JOBS.

Each production generates revenue for caterers, dry cleaners, hotels, equipment rental houses, restaurants, boutiques, lumber yards, and local vendors across the state.

When productions film on location across the state, they boost local businesses, tourism, and tax revenues, supporting communities statewide. Industry workers buy homes, start families, and invest in their community, strengthening California's economy.



CALIFORNIA PRODUCTIONS SHOWCASE THE STATE'S BEAUTY, DRAWING MILLIONS OF TOURISTS WHO SPEND ON HOTELS, DINING, TRANSPORTATION, AND SHOPPING—DRIVING BILLIONS IN IRREPLACEABLE ECONOMIC BENEFITS.



CALIFORNIA ECONOMY

IT HAS BEEN REPORTED THAT BETWEEN 2020 AND 2022, CALIFORNIA **LOST \$1.46 BILLION** DUE TO PRODUCTIONS LEAVING THE STATE.

Economic Impact	Feature	Independent Film	TV Projects	Relocating TV Series	Total*
Output*	\$ 4,698,956,000	\$ 2,026,602,000	\$ 12,725,201,000	\$ 2,413,036,000	\$ 21,863,795,000
Direct	2,671,857,000	1,152,909,000	7,221,672,000	1,374,802,000	12,421,240,000
Indirect and Induced	2,027,099,000	873,693,000	5,503,529,000	1,038,235,000	9,442,556,000
Value Added*	\$ 3,105,292,000	\$ 1,339,455,000	\$ 8,432,643,000	\$ 1,596,806,000	\$ 14,474,196,000
Direct	1,817,513,000	784,871,000	4,936,391,000	937,213,000	8,475,988,000
Indirect and Induced	1,287,709,000	554,585,000	3,496,252,000	659,594,000	5,998,140,000
Employment (jobs)*	24,600	11,500	63,500	10,700	110,300
Direct	14,800	7,200	36,800	5,700	64,600
Indirect and Induced	9,800	4,300	26,600	5,100	45,800
Labor Income*	\$ 1,656,821,000	\$ 713,310,000	\$ 4,514,454,000	\$ 849,592,000	\$ 7,734,177,000
Direct	942,276,000	404,932,000	2,577,002,000	482,655,000	4,406,865,000
Indirect and Induced	714,545,000	308,378,000	1,937,452,000	366,937,000	3,327,312,000

The Los Angeles Economic Development Corporation, have shown that every dollar spent on California's Film and Television Tax Credit generates:

- **\$24.40** increase in total economic activity statewide
- **\$8.60** increase in labor income (including self-employed workers)
- **\$16.14** increase in total state GDP

THE PROGRAM HAS CONTRIBUTED \$21.9 BILLION TO THE STATE'S ECONOMY AND SUPPORTED MORE THAN 110,000 JOBS FROM 2015 TO 2020.

- From 2015 to 2020, 157 out of **312 projects (67% expenditure loss)** that applied for but did not receive a California tax credit relocated to other states.
 - If these productions had remained in California, the state would have reaped the economic benefits. Instead, the loss cost the state:
 - **\$7.7 billion** in generated economic activity
 - **28,000 total jobs**
 - Approximately **\$2.6 billion in labor income**
 - **\$354.4 million** in state and local tax revenues



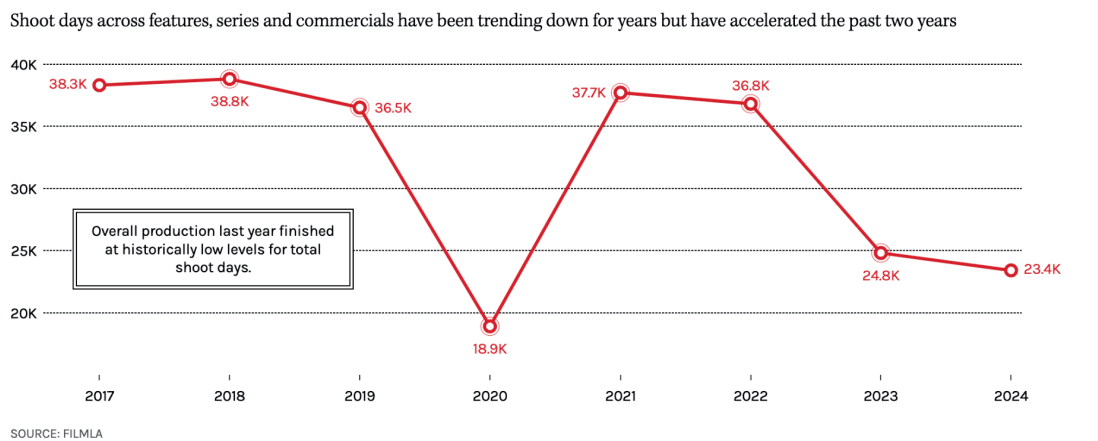
SOUTHERN CALIFORNIA WILDFIRES



The entertainment community has been severely impacted by recent Southern California wildfires.

AS OF NOW, WE ARE AWARE OF AROUND 1,000 MEMBERS IN THE FILM AND TELEVISION INDUSTRY THAT HAVE LOST THEIR HOMES, THE SCHOOLS THEIR CHILDREN ATTEND, NEIGHBORHOODS AND COMMUNITY.

Some lost essential equipment critical to their work, while others face continuing unemployment as film and television production in California experiences a dramatic downturn.



A robust, competitive and expanded Film & Television Jobs Incentive Program within the state ensures that work stays in California after we were already seeing a downward trend in production entering 2025.

Rebuilding Southern California after the devastating fires will be contingent on rebuilding the film and television industry throughout the state as well as in the most impacted areas throughout Los Angeles.



SOUTHERN CALIFORNIA WILDFIRES

DESPITE DEVASTATION, TOGETHER WE WILL REBUILD.

The skilled professionals part of the entertainment industry continue to play a vital role in the region's recovery by supporting emergency response efforts through logistics, equipment and community response networks. While navigating their own devastation, Hollywood crewmembers and local vendors have been on the ground to rebuild the community.



While there has been speculation that these recent fires might be the catalyst for crewmembers to relocate out of state to find production work, the community efforts and emergency response has shown quite the opposite.

California is home to some of the most highly skilled and dedicated professionals and the recent tragedy has only made our members dig their heels in deeper to **protect one another, the community and their industry.**

Since January, the unions and guilds of the EUC have mobilized to assist not only our members but also others in need:

- Financially
- Donation / resource centers for clothes, household items & furniture
- Catering support
- Equipment donation / community efforts to support to first responders
- Community clean-up efforts
- Logistics and rebuild efforts
- & more





FREQUENTLY

HOW DOES THE CA FILM & TELEVISION JOBS PROGRAM WORK?

The California Film and Television Tax Incentive is a program designed to create jobs in our iconic California industry. The program is administered by the California Film Commission and provides tax credits to employers based on qualified expenditures for eligible productions that create jobs in California.

Under the existing program, feature films, new television series, mini-series and pilots filmed primarily in California (75% or more) are eligible for a 20% credit against the producing entity's California income tax liability for qualified expenditures, independent films and relocating television series are eligible for a 25% tax credit. In both cases uplifts of 5-10% are available for qualified expenditures related to visual effects work, local labor hiring in other parts of CA, and photography outside of the "Studio Zone" (the 30-mile radius around Los Angeles).

WHERE DOES THE CA FILM & TELEVISION JOBS PROGRAM STAND NOW?

In 2024, the program was extended to 2030 without an increase in funding.

As of July 1, 2025, it will include:

- New workforce development programs for film and television projects.
- Refundability, providing more flexibility for employers in the way these tax credits can be utilized.
- Trained Safety Advisors and expanded oversight which protects workers on projects that receive funding from the program.
- The current \$1.55 billion program (\$330 million per year) runs for 5 years, with a sunset date of June 30, 2030.

ASKED QUESTIONS

WHY DO ENTERTAINMENT INDUSTRY UNION WORKERS NEED THIS FUNDING INCREASE TO THE PROGRAM?

The entertainment industry over the past several years has faced significant job losses and devastation due to the global pandemic and corporate contraction. Such significant drops in Los Angeles production means even less work for the rest of the State.

The recent Los Angeles wildfires have further decimated industry workers' lives and livelihoods as well as local businesses, vendors and tourism and travel to the State.

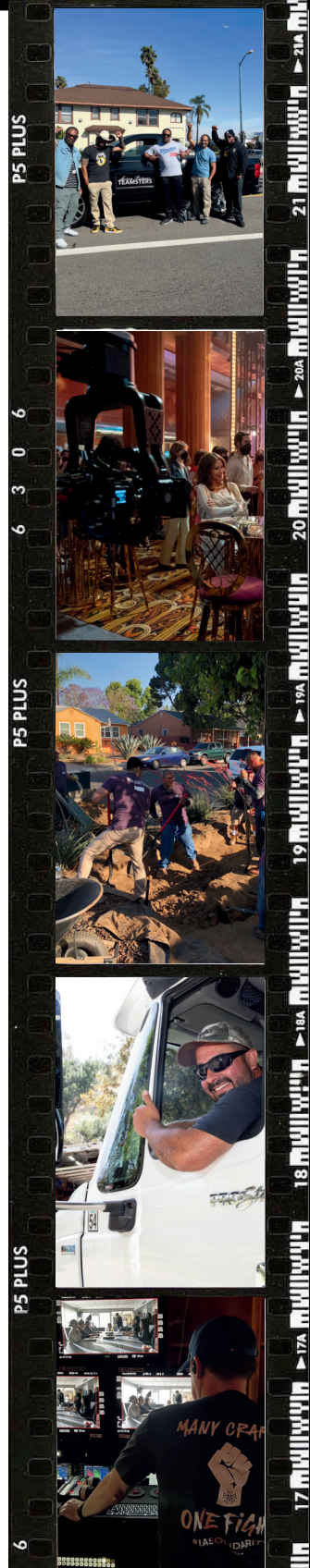
Increases to incentive programs throughout other states and in the global market have drastically challenged our iconic industry that Hollywood has called home since the beginning. To remain competitive in this space, California must invest in keeping this important Industry alive. An industry that not only directly employs hundreds of thousands of workers, but also indirectly supports the local and state economy serving as an economic driver for our State.

WHO MAKES DECISIONS ON WHERE A PRODUCTION WILL SHOOT?

The studios/producers make the decisions about where to shoot.

Typically, if a film or TV series is "green lit" the budget for that production is turned over to financial staff who draw up different cost scenarios using different states or countries. Those scenarios are then compared and whichever state or country seems the most cost effective goes highest on the list.

While there are some other variables, in recent years, when making those comparisons, California is no longer in the top of filming consideration.





FREQUENTLY

AREN'T PRODUCTION COMPANIES TIED TO CALIFORNIA BECAUSE THE INDUSTRY IS BASED HERE?

Film and television production has always been mobile.

It is not like a warehouse plant or an office which has one location. An entire production can be moved anywhere. Productions look at financial issues (e.g., tax incentives), infrastructure (e.g., studio space, vendors, and good locations) and crew (e.g. enough qualified people to work on a production), and ease of filming in making decisions about where to shoot.

For decades, only Los Angeles and New York met those requirements, but in the last 20 years more and more countries and states have built up their infrastructure, have had productions that come with a California crew train their local crew, had California vendors move or create offices to provide supplies and services, and put in place generous incentives. The mobility of a production set makes it ideal for other states and countries to then lure them away.

IS THIS REALLY A JOBS PROGRAM & NOT JUST A CORPORATE GIVEAWAY TO STUDIOS AND PRODUCERS?

This is a **JOBS** program.

The film and television jobs program is different from any other incentive because the credit is not just handed over to producers. The California incentive is first and foremost a jobs creator for the workers of this industry. The credit is grounded in jobs — the more jobs created, the more likely a production is to receive a credit and that credit is only given after provided until all the people (cast/crew) working on a film or TV production and all the small businesses/vendors who help supply that production have been paid.

The State of California tracks all productions, and an independent audit is done to make sure not only that worker and vendor payments have been made, but that the expenditures were in California, before issuing a credit.

ASKED QUESTIONS

WHAT DOES 'ABOVE-THE-LINE' AND 'BELOW-THE-LINE' MEAN?

The “line” is a term that comes from how different categories of work appear on a budget. The people who are listed above-the line are the writers, directors, producers, and key actors. The people below-the-line are construction, technicians, crew, members of the director’s team, extras, and many other crafts jurisdictions.

Another way to look at this is “below the line” includes all of the people’s names listed in the end credits of movies and television shows.

WHO HIRES THE PEOPLE WHO WORK ON PRODUCTIONS?

The employers do the hiring.

It is a common misconception that unions and guilds do the hiring, but, while they may make recommendations they do not control the final decisions about who is hired.

WHAT IS THE ROLE OF UNIONS AND GUILDS IN THE ENTERTAINMENT INDUSTRY?

Workers on motion picture productions possess highly specialized skills; they have neither a single employer nor a constant workplace. Instead they go from production to production, often with multiple employers in any given year and their working conditions are unique because they have non-traditional working environments, long and unpredictable hours, and constant location changes.

Because of the need to set industry standards for the protection of workers in a “freelance” work environment, the entertainment industry is highly unionized, with workers on film and television production belonging to specific craft-based Unions and Guilds that reflect their individual roles on a set.

To have access to the highly skilled talent and crew an employer/producer is required to become signatory to the applicable union’s Collective Bargaining Agreement (CBA) that protect them in the workplace and provide health and retirement benefits.





FREQUENTLY

HOW WOULD YOU QUANTIFY WHAT IS HAPPENING TO FILM AND TELEVISION WORKERS IN CALIFORNIA?

One telling example is that in 2024, the Motion Picture Industry Pension and Health Plans, which ensures healthcare and retirement for our freelance members, fell about 35 million hours short of 2022 levels.

This staggering deficit translates to over 17,000 lost jobs in the crafts alone. The industry's long-standing vendors—costume houses dating back to the dawn of cinema, dry cleaners, department stores, and hundreds of other businesses are struggling to survive or shutting down forever.

WHAT GOOD IS THIS JOBS PROGRAM FOR CALIFORNIA OUTSIDE THE LOS ANGELES AREA?

The incentive benefits communities across California, not just in Los Angeles. Productions under this program have filmed throughout the state including counties like Alameda, Contra Costa, Humboldt, Marin, Orange, Riverside, San Bernardino, Santa Cruz, San Diego, Solano, Sonoma and Ventura.

California has 52 Film Liaisons (FLICs) employed by local governments to help encourage and facilitate all kinds of productions in their communities. These productions generate significant local revenue by utilizing hotels, restaurants and local vendors. Each FLIC can share success stories of how productions have positively impacted their area.

Additionally, the entertainment industry generates billions in taxes paid by those working in it, benefitting state and local governments by funding social services, schools, and other public programs.

ASKED QUESTIONS

DO ANY INDUSTRIES OUTSIDE OF ENTERTAINMENT QUALIFY FOR A TAX INCENTIVE IN CALIFORNIA?

Yes. Several other industries benefit from significant incentives, including research and development (R&D) credits, California Competes Tax Credit (CCTC) and the Aerospace Credit have access to significant incentives. You can find more information about the existing state credits at [Credits | FTB.ca.gov](https://credits.ftb.ca.gov).

The difference however with our film and television incentive program is that this program is a jobs initiative program that is backed by entertainment unions and guilds as well as the middle-class families that are represented in this industry. Local businesses, tourism and hospitality and our entire State economy thrives when our Industry is in full force.

WHY IS A JOB INCENTIVE PROGRAM THE ANSWER TO THE CURRENT STATE OF THE INDUSTRY?

Industry contractions in recent years have put enlarged pressure on cost cutting in the production of films and television programming. That cost cutting has given an outside importance to incentives offered by other countries and some other states.

All things being equal, California has the best infrastructure and crews, as well as talent living here and every location imaginable. However, the state's current incentive is not competitive with what other countries and states offer to producers.

That is the missing variable that makes this fight existential to the continuation of this important industry in our state.





FREQUENTLY

DOES THIS JOBS PROGRAM DRAIN THE CALIFORNIA TREASURY?

No, the program does not drain the California Treasury.

In fact, the incentive more than pays for itself, with a rate of return on investment of \$1.13 for every dollar of tax credits, not direct payments to producers. Numerous studies from other states and countries demonstrate a significant return on investment for similar programs.

WHY SHOULD WE TAKE MONEY FROM SOCIAL PROGRAMS TO GIVE FUNDS TO THIS PROGRAM?

The California incentive program is a tax credit. It does not take money from the California Treasury. Moreover, these credits are not claimed immediately but years later, meaning local and state revenue is generated, workers are paid, and vendors receive business long before any financial credit accrues.

To date, the current California Film and Television Tax Credit program has generated \$26 billion in state revenue.

Additionally, it has created 197,000 cast and crew jobs, providing significant economic and employment benefits.

ASKED QUESTIONS

ISN'T THE LOSS OF PRODUCTION TEMPORARY BECAUSE STUDIOS ARE LOCATED IN CALIFORNIA AND WILL KEEP PRODUCTION HERE?

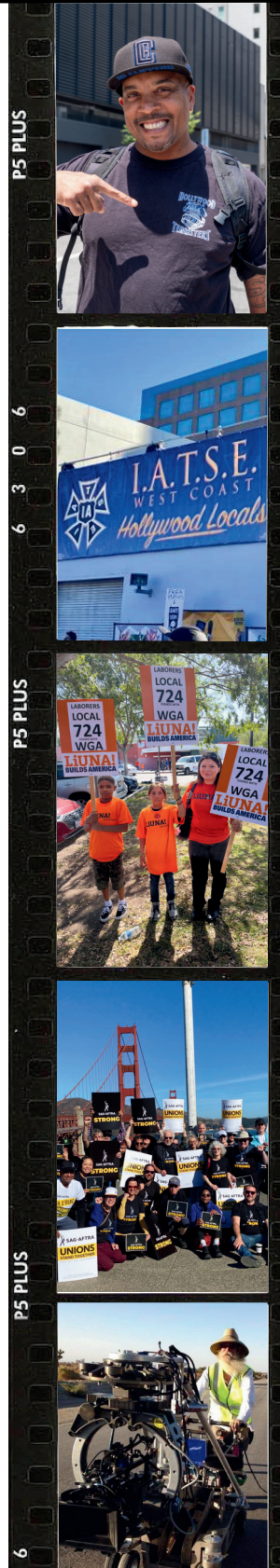
No, the loss of production is **not** temporary unless something is done to improve our state's competitiveness.

For decades, California was the epicenter to motion picture production. The industry built a strong infrastructure with soundstages and editing facilities, the best crews in the world, vast locations, small businesses that could provide everything from costumes to camera and lighting equipment and everything in between.

However, beginning in the late 1990s, other countries and states recognized the financial benefits of becoming production centers and invested in their own infrastructure, training local crews, and attracting vendors. Over time, production centers like Georgia, London, and Canada have developed soundstages, workforce, and vendor networks needed to support productions independently. This shift has made it less necessary for productions to rely on California's resources, and without competitive incentives, the state risks losing a significant share of production over the long term.

Global incentives are a reality. The only ones who will be penalized if California does not have a competitive incentive are middle-class workers, small businesses, and our local and state economy.

Together we must fight to 'Keep California Rolling'.





WE **NEED** YOUR SUPPORT.

The Unions and Guilds in the Entertainment Union Coalition stand with Governor Newsom's inclusion of an expanded \$750 million annual California Film & Television Jobs Program in the 2025-2026 budget.

Unlike other economic incentives, this program is directly tied to the creation of jobs for California workers, strengthens the economic future of California, and supports a healthy and viable motion picture industry by creating jobs where workers live.

JOIN US TO PROTECT AND CREATE JOBS & SAVE OUR INDUSTRY.





www.KeepCaliforniaRolling.org