

ARKANSAS FILM & DIGITAL PRODUCTION

8.30.21

SEASON
3

TRUE DETECTIVE



ARKANSAS FILM & DIGITAL PRODUCTION

HISTORY:

- In the late 1970s, the state established a film commission department within the Arkansas Economic Development Commission, mainly in an effort to recruit the CBS miniseries *The Blue and the Gray*, efforts that proved to be
- The state legislature passed the “Nickel Rebate” that year.
- The first financial incentive in the nation offered by a state to attract film production.
- Incentives increased over the years with the base of the current incentive package created in 2009.

ARKANSAS CREATIVE ECONOMY



“Arkansas’ unique creative economy has been the secret ingredient to film and television success stories like the movie “Mud,” with Matthew McConaughey and Reese Witherspoon, and HBO’s drama series “True Detective” season three. “



ARKANSANS FOR THE ARTS
SNAPSHOT

ARKANSAS FILM & DIGITAL PRODUCTION



ARTS
MEANS
BUSINESS\$
ARKANSANS FOR THE ARTS

\$1.4Billion
Industry Sales in 2019

5% GROWTH
Industry Earnings vs.2018. Up to \$480.9Million

- Arkansas' motion picture and television industry is directly responsible for more than \$150 million in wages.

(Motion Picture Association of America Report, April 2021)

- 7.1% job growth since 2016

OCCUPATION GROWTH SINCE 2016

- Film & Video Editors +45.2%
- Producers & Directors +14.3%
- Lighting Technicians +54.7%
- Set Designers +20.4%
- Actors +20.5%
- Make-up Artists + 5.3%
- Writers +11.3%



ARKANSAS FILM & DIGITAL PRODUCTION



Arkansans For The Arts; CV Suite
2019

ARKANSA S INCENTIVE S

- Maintains current film rebate
- Maintains current percentages:
 - 20% for all qualified expenditures
 - Added 10% incentive for in state hires
- Create a transferable tax credit with a \$4 million annual fund allowance
- Adds an additional 10% incentive for veteran hires and veteran owned businesses
- Minimum spending requirement of at least \$50,000 within a six-month period in connection with a postproduction project or \$200,000 within a six-month period in connection with the production of one project

HIGHLY
COMPETITIVE

GROWING INFRASTRUCTURE & PROFESSIONAL DEVELOPMENT

ARKANSAS FILM & DIGITAL PRODUCTION

Over the past 4 years, there has been a focus on growing the infrastructure for production:

- FULL-SERVICE PRE- & POST-PRODUCTION FACILITIES
- SOUND RECORDING STUDIOS
- EQUIPMENT RENTAL COMPANIES, CASTING AGENTS, CREW & SUPPORT SERVICES
- COMMUNITY PROMOTIONAL AND RESOURCE ORGANIZATIONS
 - Arkansas Film Production Alliance
 - Northwest Arkansas Film & Entertainment Commission
 - Bentonville Film Festival/Bentonville Way Entertainment (New Production Arm)
 - Arkansas Cinema Society
- FILM FESTIVALS – 23 major festivals and growing all throughout the state
- TRAINING
 - SAU TECH
 - JOHN BROWN UNIVERSITY
 - UCA
 - U of A – LITTLE ROCK & FAYETTEVILLE
 - NORTHWEST AR. COMMUNITY COLLEGE



GROWING RESOURCES



FILMNWA.ORG

Founded in 2015 by Bentonville, Eureka Springs, Fayetteville & Rogers through their advertising and promotion commissioners in collaboration with the State of Arkansas Film Commission Office and the Arkansas Production Alliance. The Commission promotes the region and provides producers with seamless, easy access to everything the region has to offer.



MovieMaker Magazine Ad



The BFFoundation, the nonprofit organization formed to produce the Geena Davis-chaired **Bentonville Film Festival** in Arkansas, is launching a production - **Bentonville Way Entertainment**.



ArkansasCinemaSociety.

org
A statewide network providing year round programming, Arkansas film screenings, workshops and training.





“True Detective-Season 3’
alone
had an economic impact of
over

\$100 MILLION

Christopher Crane, Arkansas State film
Commissioner for Northwest Arkansas.”



- **ECONOMIC DEVELOPMENT**
- **JOB CREATION**
- **LOCAL BUSINESS AND TAX REVENUES**
- **TOURISM**
- **WORKFORCE DEVELOPMENT**
- **DIRECT, INDIRECT & INDUCED ECONOMIC IMPACT**
- **COMMUNITY BUZZ**

GROWING THE CREATIVE ECONOMY IN ARKANSAS

ARKANSAS
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PRODUCTION

THANK YOU

Sandy Royce Martin
sandy@filmnwa.org