



The logo for Empire State Development. It features the text "Empire State Development" in a blue, serif font. The text is centered within a light gray, rounded rectangular box with a subtle gradient and a drop shadow.

**For Immediate Release:** November 28, 2012

**Contact:** ESD Press Office | [pressoffice@esd.ny.gov](mailto:pressoffice@esd.ny.gov) | (212) 803-3740/ (800) 260-7313

**GOVERNOR CUOMO'S OFFICE FOR MOTION PICTURE AND TELEVISION DEVELOPMENT  
ANNOUNCES POST-PRODUCTION TAX CREDIT ATTRACTING RECORD NUMBER OF APPLICANTS**

***24 productions join the program in 4 months for post-production work that will create jobs  
and generate economic activity across New York***

Governor Andrew M. Cuomo's Office for Motion Picture and Television Development today announced that a record 24 productions have chosen New York State for their post-production work as a result of new legislation the Governor championed, and signed into law, this July. The number of productions that have applied for the tax credit since it took effect four months ago exceeds the total number of productions that applied during a two-year period under the old tax credit.

The new law increased the available post production credit from 10 percent to 30 percent in the New York metropolitan commuter region, including New York City and Dutchess, Nassau, Orange, Putnam, Rockland, Suffolk and Westchester counties. An additional five percent (for a total of 35 percent) in tax credits were made available for post-production expenditures in locations elsewhere in the state. The additional five percent in tax credits for upstate post production was designed to encourage investment in and construction of new facilities in upstate New York.

"Under the leadership of Governor Cuomo, the state's television and film incentives program is attracting new productions that are resulting in more investment in New York and more jobs for New Yorkers," said Empire State Development President, CEO & Commissioner Kenneth Adams. "It is clear that New York is becoming the place to be for the film and television industry."

"The numbers speak for themselves," said Yana Collins Lehman, co-founder and executive board member of the Post New York Alliance. "Receiving more applications in four months than in the previous two years is proof positive that the post incentive is working exactly as we hoped it would. We can already see how this credit is creating greater opportunities for post production professionals throughout New York State."

Post-production includes all of the editing after filming is complete and includes visual effects, color correction, sound editing and mixing, along with thousands of other jobs the industry touches, from engineers and messengers to creative and support staff. The strengthened law was designed to expand state support by specifically focusing on attracting post-production work to communities in all corners of the state. At a time when other states are experiencing production flight, New York's strengthened credit supports a robust industry cluster which has become a major source of direct and indirect employment and economic opportunity for hundreds of thousands of people.

So far, applications have been submitted by projects shooting in states including Louisiana, Georgia, Idaho, and Massachusetts; from as far away as Jordan; and projecting post production spends as high as \$2.5 million per project.

Among the new applicants for the credit is Hateship Friendship Courtship Loveship Marriage, an upcoming feature film from Benaroya Pictures. The film stars Kristen Wiig and Guy Pearce, and is directed by Liza Johnson from a script written by Mark Jude Poirier, based on a short story by Alice Munro.

“We are excited by the benefits offered in the New York post production tax credit,” said Jamin O’Brien, a producer on the film. “We shot Hateship Friendship entirely on location in Louisiana, but struggled to find the post production capabilities we needed locally. The post tax credit is a great incentive for us to return to our own backyard and finish the film.”

Michael Jackman, FilmNation’s Executive Vice President of Post Production said, “Decisions about where to shoot or post a film literally turn on a dime. Until the Post Production Tax Incentive was increased to 30% there was not enough financial incentive to consistently swing the pendulum to New York. The increase has put New York on an equal footing with LA and Canada, if not better, for post production work and with FilmNation being founded and having its headquarters in New York, I’m thrilled for it to now be cost effective to post our films in our own neighborhood.”

The larger film production credit program, The New York State Film Production Credit program, is a 30 percent fully-refundable tax credit on qualified expenses while filming in New York State, which also includes post-production expenses, as long as 75% of total post-production work is done in New York State.

To learn more about the State’s film and television incentive programs, go to:  
<http://www.nylovesfilm.com/tax.asp>.

Empire State Development (ESD) is New York’s chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing the Governor’s Office for Motion Picture and Television Development, as well as the Governor’s Regional Economic Development Councils. For more information on the Film and Television Office, please visit [www.nylovesfilm.com](http://www.nylovesfilm.com).

---

---

**Stay Connected with NYLOVESFILM:**



**Stay Connected with Empire State Development:**

