

Polanco (Urtiz), Joanna

From: Christine Hojnacki <chojnacki@imaginemke.org>
Sent: Sunday, March 16, 2025 7:05 PM
To: Polanco (Urtiz), Joanna
Subject: Support reinstatement of WI tax credits for movie and TV production (file# 231846)

Dear Alderman Jackson and Members of the Common Council,

On behalf of [Imagine MKE](#) and its board of directors, I am writing to share our support for the **reinstatement of Wisconsin film and television tax incentives and film office** that will benefit Milwaukee and the entire state. Wisconsin is just **one of four** states without a film office and **one of thirteen** states that does not offer film and television tax incentives. These incentives are critical to fostering economic growth, creating and retaining local jobs, boosting tourism and positioning Wisconsin as a competitive destination for film and television production. Film and production incentives supports 2.74 million jobs in the U.S.-- Milwaukee and Wisconsin are missing out!

Investing in this industry bolsters local businesses, hospitality services, and provides valuable opportunities for Milwaukee's workforce. The economic benefits of film incentives have a multiplier effect directly impacting many other industries such as hotels, caterers, restaurants/bars, construction, car rentals and many other small businesses. In fact, the production of Top Chef generated \$5 million in hotel rooms alone for Milwaukee and the state---and our tourism offices are still calculating all the visits to the state inspired by the show. **According to the Motion Picture Association, a film or TV production can bring in as much as \$1.3 million per day into a community.**

Milwaukee has a pipeline of talent coming out of our film schools—Marquette, MATC and UWM with 500 graduates this year. With film and production incentives, we can retain these students as our creative workforce who otherwise would leave the state to find jobs. Instead, let's build a community of future filmmakers, producers, directors, set designers, audio/video technicians and creative artists that drive our economy.

I would like to share our appreciation to Alderman Miele Coggs for sponsoring this effort and advocating for Milwaukee's creative economy. We urge the Common Council to back this initiative and help bring a thriving film and television industry back to our state.

If you have any questions, please don't hesitate to reach out to me at chojnacki@imaginemke.org or 262-378-9354.

Thank you for your time and consideration.

Sincerely,

Christine Hojnacki
Executive Director, Imagine MKE
229 E Wisconsin Ave, STE 404
Milwaukee, WI 53202

IMAGINE MKE