



## REEL ECONOMY 2010

- **GDP** for Minnesota's motion picture and sound recording industry is **\$225 million in 2009 dollars**.
- The number of firms currently engaged in the industry is 385, **employing 4,112 Minnesotans with a \$76 million payroll** on an ongoing basis. The average hourly wage for producers and directors is \$29.68 in 2009 dollars.
- Snowbate is an efficient job creation tool, generating **more than \$42 million in direct and indirect economic impact** over the last three years on **reimbursements of \$3.3 million -- just 8% of economic impact**. The program reimburses only those payments made to Minnesota workers and businesses.
- Since July of 2007, Snowbate projects created **338 full-time equivalent Minnesota jobs, at a cost per job of \$7,270**. This compares very favorably with other state and federal incentive programs based on the cost-per-job created.
- Snowbate attracts studio features and national commercials that **pay union wages** to Minnesota Teamsters, SAG/AFTRA actors, Studio Mechanics, and members of the Directors and Cinematographers Guilds. These are **jobs that pay health care and retirement benefits**.
- Cities and towns around the state experience **significant increases in business activity and municipal tax collection** when they serve as locations for production. Gas stations, lumber yards, grocery stores, coffee shops and restaurants, hotels, theaters and other retailers all benefit when production occurs in their area.
- Snowbate funds also **support emerging Minnesota screenwriters** and filmmakers in their efforts to create regionally significant independent films in their home state.
- Film and television production is **a green industry** that requires no state infrastructure investment for jobs creation and **brings an immediate return on investment to the state**.