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# **Connecticut Production Coalition Launches with over 1000 members**

## ***New coalition forms to support film, TV and digital media industry***

**Hartford, CT, January 27, 2009** – The Connecticut Production Coalition (CPC) was formally launched today with more than 1,000 companies and individuals who share a commitment to building a permanent film, television and digital media industry in Connecticut. The coalition will also be undertaking a campaign to urge state policymakers to support the film, TV and digital media tax credits that are fueling job growth and a rapidly expanding industry even amidst a worsening state economy.

“Connecticut is searching for ways to generate jobs, strengthen the economy and lessen its dependence on the crippled financial sector,” said Chris Campbell, Owner of Palace Digital Studio and one of the nineteen founders of CPC. “As one of the few growing industries in the state, film and digital media are key to that effort. This is why we’ve had such an astounding response to the launch of Connecticut Production Coalition.”

In just over two years, 91 film, TV and digital media productions have brought over \$600 million in direct investment to Connecticut, resulting in an estimated \$1.5 billion in new economic activity. These productions have taken more than 80,000 hotel rooms, paid for permits, rented homes, buildings and parking lots from property owners, spent money at hardware stores, printing shops, coffee shops, restaurants, dry cleaners, lumber yards, car rental agencies and many other businesses, large and small.

“It’s exciting,” said Kevin Segalla, President of Connecticut Film Center and a CPC founder, “This industry has taken root so quickly – it clearly will be an important part of the state’s future economy if it’s cultivated by effective and forward-looking state economic development policies.”

On the digital media front, the tax credit has attracted Blue Sky Studios to move to the state, bringing over 300 high paying, high skill technology jobs. And in just the past six months there have been ongoing relocation discussions with a dozen other digital media companies (video games, visual effects, animation, etc.), representing thousands of potential permanent jobs for Connecticut.

“In addition to some major digital media companies eyeing Connecticut, in just the past week, two massive new studios have been announced,” said Segalla. “Not only will these projects bring direct production jobs, they will result in very significant employment in construction and other support industries.”

CPC will hold networking events, distribute quarterly newsletters, and act as an informational clearinghouse for the many individuals and businesses that serve the industry. Members will be able to share job opportunities, find local production resources, and follow the rapid growth of the Industry.

“We’ve gotten a real boost from our work on productions” said Ann Tupper, account manager for Office Furniture Rental Alliance in East Hartford and a new CPC member. “We’re a small business and like everyone else we’re concerned about the current economic mess. Now is the time to be building new industries, and not scaling back on programs that work.”

A. Searle Field, CEO of United Studios of America and a founder of CPC said that the coalition is actively supporting the state legislature’s review of the effectiveness of the tax credit. “There is no doubt that this industry is attracting permanent jobs and that the hundreds of millions of dollars in investment is having a very positive impact on the broader economy. While the film and digital media industry in our state is still young, it is growing rapidly and producing jobs and significant revenue for the state.”

“Thanks to Connecticut’s tax credit program, this industry is growing at break-neck speed,” said Chris Campbell, “It is critically important to keep in mind the positive impact the industry has on all types of businesses across the state.”

If you are interested in joining the Connecticut Production Coalition, please log on to <http://www.productionct.com> and join on the front page of the website.

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CPC ([www.productionct.com](http://www.productionct.com)) is an independent private sector coalition of companies and individuals who care about establishing and growing a strong and robust film, television and digital media sector in Connecticut. CPC was founded by Howard Baldwin, Baldwin Entertainment Group; Karen Baldwin, Baldwin Entertainment Group; Chris Campbell, Palace Digital Studios; Tom Carruthers, Connecticut Film Festival; Ephraim Cohen, The Fortex Group; Brandon Curiel, Venan Entertainment, Inc.; Donna Elkinson, Elkinson + Sloves, Inc.; A. Searle Field, United Studios of America; Andrew Gernhard, Synthetic Cinema International; Bruce Heller, Connecticut Film Center; Mike Kuhar, VisualEFX; John Lanza, Kostin, Ruffkess & Co, LLC; Fred Litty, Sonalysts Media Group; Al Maiorano, Televersemedia; Mark Osora, Sheptoff, Reuber & Co, P.C.; Kevin Segalla, Connecticut Film Center; Jeff Taylor, Elements Post; Neal Thomassen, Annual Film Industry Mixer; and Ron Wishna, RM Studios, LLC.

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