



## Colorado still has a film incentive program

**Two incentives have been paid. It's not very competitive. Revisions are in the works.**

With all the hoopla during the last legislative session over the defeat of the expanded film incentive proposal, it's helpful to remember that Colorado still has an incentive program for producers of feature films, television shows and documentaries.

By comparison to what other states and countries offer, it's not a very competitive incentive, but it is in place and the state has more than \$1 million in its film incentives account. To date, two incentive payments have been made to filmmakers for the independent films, "My Brother The Monster" and "Ink."

The current program was the first film incentive program ever passed by the Colorado legislature. It became law in 2006 after a lengthy effort by film, video and economic development experts convinced lawmakers that film and video production creates permanent jobs in Colorado.

Many state governments and countries offer production companies financial incentives to produce their projects in their respective jurisdictions. It's become a high stakes game that has driven states like Michigan to offer production companies tax credits as high as 42 per cent.

### 10% Cash Rebate

Colorado's current incentive program is a direct cash rebate, equal to 10 per cent of the qualified expenses.

The state's program favors Colorado-based production companies, Colorado crews and Colorado businesses.

In-state companies have to spend at least \$100,000, while out-of-state companies must spend at least \$1 million in qualified expenditures.

Production companies must spend a minimum of 75 per cent of their below-the-line budgets in Colorado and a minimum of 75 per cent of their payroll on Colorado residents to qualify for the rebate.

Below-the-line budget items includes such expenditures for story and script development, sets, wardrobe, accessories and related services, filming, videotaping, audio recording, lighting, editing and other production costs, facilities and vehicle rentals, location fees, food and lodging, travel (if purchased through a Colorado travel agency), insurance and other direct costs paid to Colorado companies. Payroll expenditures can be for actors, management and crew, so long as they are Colorado residents.

Producers apply to the Colorado Film Commission in advance of their production. The program is overseen by the Colorado Office of Economic Development and International Trade (OEDIT), which actually reviews and approves both the applications and the incentive payments. The incentive rebate is paid after the project is completed and the accounting is reviewed and approved by OEDIT.

For example, if the film project by either an in-state or out-of-state production company had \$1.25 million in qualified expenditures, the producer would receive a rebate of \$125,000 from the state. Or, if a Colorado-based independent production company spent \$200,000, it would receive a rebate of \$20,000.

### A Weak Incentive

Before the application is approved, the producer must have an accurate project budget, according to Colorado Film Commissioner Kevin Shand, adding that the state actually contracts with the producer, so the anticipated incentive is determined before the project starts.

"That's one of the challenges we're having with the way the law's written," Shand said. "It basically says we will authorize a specific amount."

If a producer estimates a \$1 million qualifying budget and then comes back later and says he spent \$2 million, Colorado can only pay the incentive on the originally approved \$1 million budget, he said.

"So we really ... encourage the production companies to be as realistic as they can with their numbers," Shand said.

Under Colorado's program, a film is defined as "any visual or audiovisual work that contains a series of related images, that is fixed on photographic film, videotape, computer disc, laser disc, or a similar delivery medium from which it can be viewed or reproduced, and that is shown in theaters, licensed for television broadcasting, or licensed for the home viewing market."

Funding for the film incentive comes from the state's gambling tax revenues. Monies are transferred into the film incentive fund each year by the legislature. Thus far, lawmakers have funneled \$500,000 in 2006, \$600,000 in 2007 -- totaling \$1.1 million -- into the film incentive fund. About another \$370,000 was appropriated in 2008 to fund some incentives as well as the Colorado Film Office.

Shand, and many other industry experts, say Colorado has a difficult time competing with incentives offered by other states because the 10 per cent rebate is too low and the spending requirements are too restrictive, primarily the mandate that 75 per cent of the payroll budget must be spent on Colorado residents.

"That's another incentive to use local cameras and local DP's, and we've got very good ones here," Shand said. "But the requirement keeps out-of-state production companies away. That's the one that really puts a crimp on most productions," he said. "They'll bring in a camera department. They'll bring in a DP from LA. Because of their salaries, it tends to be out of whack, and it really makes it tough for a production company to qualify."

Despite the problems, Colorado does have an incentive program, a film office in place, and money in the bank.

### Revisions In The Works

Shand is working with the Colorado Film Commission, industry representatives, the governor's office and legislators to revise and re-introduce legislation next year to modify and expand the state's film incentive program.

The Colorado Film and Video Association, which supports the incentive as well as a state-level film office, will be publishing a series of articles in the e-Bulletin on the state's incentive program, what's going on to improve it, the history of incentives and what other states and countries are doing. We'll also take a look at how CFVA members can contact their state representatives and senators, and the governor, to help support efforts to make Colorado incentive program more competitive.

--Dick Schneider

## CFVA Short Takes

"Short Takes" is a new column designed to keep us all posted on the great work going on in our vibrant production community. Please feel free to submit your news to [info@cfva.com](mailto:info@cfva.com).

Maya Leon Meis of **Voice Productions International** is celebrating the 2nd anniversary of her healthy lifestyles show **Maya's Secrets**, now airing on Channel 12 in English and on Channel 27 in Spanish. ...

The **Dewey-Obenchain Films** independent feature **Skills Like This** was acquired for foreign and domestic distribution. Theatrical and nationwide release dates will be announced this year. ...

**Teel Creative Productions** produced a live event complete with high-intensity product launch videos for HSR Business to Business and their client Metrolist. ...

**Berg Imaging** is in pre-production for **Shagari**, a festival-bound short film slated for production at the end of July. ...

**Platypus, Inc.** is producing a new film showcasing the greening of Denver and the Democratic National Convention. ...

**Citizen Pictures** delivered a new graphics-intensive open for the Food Network's **Road Tested with the Neelys**. ...

**Walk the Line Films** is shooting spots for Boston Market and Starz. ...

**Base2Studios** completed post-production on a series of videos for DISH Networks. ...

**John Sandy Productions** wrapped production on the magazine-style program **Colorado Extreme**, now airing on Comcast Entertainment Television. ...

**High Noon Entertainment** continues production on the 5th season of **My First Place**, which follows couples through the stressful process of buying their first home and is the top ratings producer for HGTV's primetime lineup. ...

**Robin Bond of Bond Video Arts** was nominated for a Heartland Emmy as producer of The Network DC's youth program **Battle of the Bands**. ...

**Rocky Mountain Audio/Video Productions** wrapped production on a national TV campaign for L.A. Weight Loss, shot in studio at RMAVP's Litterton facility. ...

**People Productions** completed a high-energy marketing and image piece that showcases the meteoric rise of Jibbitz, a division of Crocs. ...

Watch for the **Colorado Film Commission** office to pull up stakes at the World Trade Center and set up shop in offices over at **Ken Seagren's** Denver Studio Complex at Alameda and Cherokee. No, the CFC isn't being tossed out on its ear. The rents are sky-high downtown and their office lease is up. ...

**Impossible Pictures** completed a series of promos for Discovery Channel and Disney's **Wall-E** that cleverly integrate the Wall-E character into Discovery's **Deadliest Catch**, **Mythbusters** and **Dirty Jobs** franchises.

### What are you working on?

We know you're busy but...please drop us a line and let us know what you just finished, or what you're in the middle of! Email us at [info@cfva.com](mailto:info@cfva.com).

--Robin Bond

## Member Profile:

### Walk the Line Films



**Leslie Allen walked the line from philosophy major to executive producer.**

Picture a philosophy major who moves to Colorado to study for the LSAT and get into law school.

That pretty much describes Walk The Line Films founder and executive producer Leslie Allen when she moved to Colorado, back in -- well, a few years ago.

But then she caught that bug. You know what bug. That film and video bug.

Like many of us back in school, she was tending bar to make ends meet. This was at a trendy Denver hotel, and, as she put it, it was at the "tail end of the Viacom era," the moment in time that half of Colorado's production community remembers with fondness and yearning.

During those bartending sessions, Allen got to know some of those folks who made movies and videos and TV shows. Imagine that -- bumping into production folks at a bar?

"I met a lot of people including my husband (art director Ken Jones)," she said. "I wanted to earn a little extra money to take the LSAT's. Well, one thing led to another, and she wound up working as a location assistant for Julie Moore."

At this point in time, Allen's production experience included her philosophy major, bartending, and a "passion" for film. But lack of concrete experience didn't deter either her or Moore.

Moore met Allen early every morning, briefed her on what to do and then off they went, cell phones in hand.

Moore and her new assistant wrangled three production units including some aerials, "with Julie doing most of the work, while I was running full speed to keep up. I learned a lot from her. We convinced an entire group of people that I had assisted before." After all, it wasn't quite her one-camera shoot.

"I had never ever done that before, but with a great deal of ingenuity and cell phones we were able to conquer just about anything that came up," Allen said. "Law school could wait." And wait it did, as Allen learned the production business from the ground up.

"I was fortunate enough to be trained by some really good production companies as I came up," she said. "I started as a location assistant ... I worked as a PA ... a little bit of time in craft services."

Eventually, "it became apparent that my strong suit was sort of putting all of this together and coordinating a production as either a producer, a line producer, whatever you want to call it, production supervisor," she said.

Allen spent several years with Celluloid Studios, learning new things every day.

"I was fortunate enough to work with a lot of good producers there," she said. "And learned from a bunch of very creative people."

In 1999, her son, Jaxon, was born, and "things changed very quickly." Production groups kind of assumed she wouldn't be working as much.

Hello?

Allen really dug this business, especially the "collaborative challenge" she found in putting together just the right production team for each company. ...

So about that time, she started thinking about creating her own company -- doing her own thing. While raising Jaxon, she worked on various productions and continued networking with directors and producers from all over the place. Eventually she found herself traveling too much and really wanted to set up shop in the Denver area, and create a production company.

Allen said she had plenty of support from her husband and other friends in the business, especially Assistant Director Denise Strong, who with her hubby, David, run Two Strong Productions. They all told her to make the "jump," and she did. Allen said her company has evolved through several iterations and names, but Walk The Line Films, established two years ago, was "the right thing at the right time."

Her work includes award-winning TV advertising, documentary work, TV movies, episodic television, music videos and internet content. Her services cover concept to completion, including scouting, casting, fielding crews and top directors nationwide, location and studio production and post-production. As executive producer, she can be found at shooting locations across the country and around the world.

"I go out and find directors, so I'm not selling the same directors over and over and over again," she said. "It's who fits the project best. I've got a number of agency clients to feel comfortable" in knowing that when she sends a director's reel to them, it's the right director for the project.

She maintains a list of top directors from Colorado, New York and Los Angeles, and she likes to keep their reels fresh and up to date.

Her clients "all know that the production level will always be kept consistent whether they have a budget of no money or whether they have a budget of a mil," Allen said. "They all know that they're going to get the same level of service and the same level of production."

Recently, she produced four marketing spots for Starz On Demand and some very funny commercials for Coors Light, produced for an agency based in Scotland. But the Coors spots were shot right here in the Rockies. Other brands she has produced spots for include Boston Market, Veeva, Wyoming Air, United Way, The Lamb Board, Metro Brokers, Wilson Tennis and Hope Online.

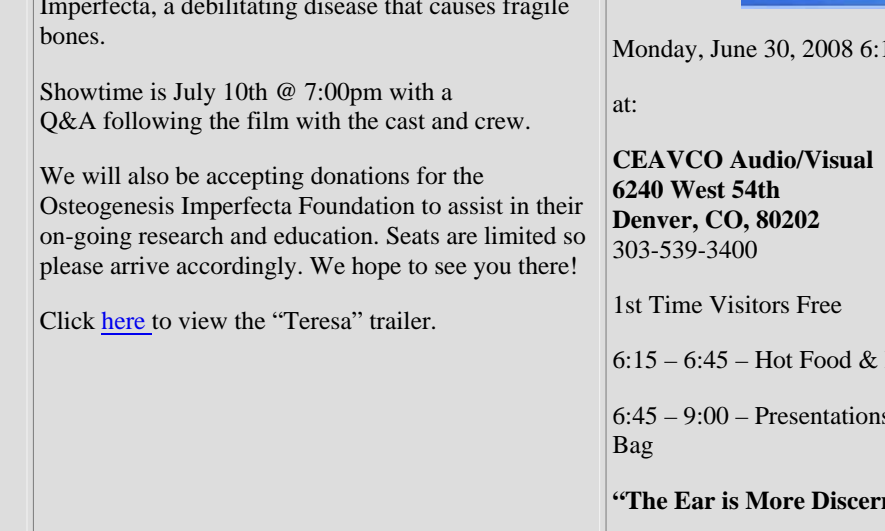
Because Allen works around the country, she sees first hand how production incentives impact the decision on which states get the production business. (Some states offer incentives for commercial production.)

"When I go to different states it's always the first thing that my production managers or producers look for," she said. "What kind of incentive am I going to get back?"

And saving production cost is important to her because she likes to put those savings to work improving the production quality.

"My philosophy is if I can save in one area I can put it on the screen," Allen said.

You can find [Walk The Line Films at 2710 Walnut St., Denver, CO 80205](http://WalkTheLineFilms.com), on the web at [www.wtlfilms.com](http://www.wtlfilms.com)



Walk the Line Films shooting a scene to appear spot for Coors Light



## Film in Colorado Bumper Sticker Photo Contest!

### \$250 PRIZE!

We're still looking for a bunch of great pictures -- from anywhere in the world -- highlighting the CFVA's "Film in Colorado" bumper sticker. **And the best one is going to win \$250!**

The rules are simple: shoot a picture of the bumper sticker on a bumper. But let's get creative, gang. Any of you off to East Timbuktu for a shoot? Take a bumper sticker along, slap it onto the bumper of a, well, local vehicle, park it in front of a pyramid or something and snap the shot. Get the idea?

Send CFVA your digital photo via email to: [photopize@cfva.com](mailto:photopize@cfva.com)

Submissions are due to the CFVA by **November 1, 2008**.

The CFVA Board will select the Top Ten Finalists.

The winner will be selected by CFVA Members at the Holiday Schmoazer, and we'll award the \$250 winning prize.

## Get Your Submissions Ready for the First CFVA Showcase!

### DEADLINE EXTENDED!

#### Show Everyone that Voodoo that You Do!

The **CFVA Showcase** will be held on **September 17th, 2008** from 6PM to 9PM at the **Starz Film Center** at the 17th.

Video submissions are open to all CFVA members or member companies. (1 entry per person or company up to 5 minutes in length on Betacam, DV/CAM, miniDV, or DVD).

Your entry will be edited into the presentation to be shown at the Showcase Event.

Make sure you provide information about your (entry: title, length, music receiving credit, and the credit category (cinematography, producing, music editing, location photography, etc).

**DEADLINE** for entries: **Friday, August 1, 2008**.

Our thanks to our friends at the **Denver Film Society** for co-sponsoring this event with the CFVA!

## President's Message

Dear CFVA Members,

I'm very pleased to announce that **CFVA is leading the charge for increased state film incentives** next year by kicking in the first \$1000 of a privately-funded study on the potential economic impact of expanded film incentives in the state of Colorado.

The study, commissioned by the Colorado Film Commission, will be done by the **Leeds School of Business** and should be completed by fall.

The CFVA is strongly in favor of expanding film incentives in the state because of their proven track record of economic benefits to the film and video industries as well as a host of related industries.

We are proud to support the acquisition of hard data to show the state legislature what kind of an economic impact our industry can have throughout the state of Colorado.

Sarah Beatty  
CFVA President

Contents Copyright ©2008 by Colorado Film and Video Association. This newsletter is published by **Colorado Film and Video Association** to provide articles of interest to CFVA members. The CFVA does not endorse or assume any liability for products, services or other topics covered in eBulletin stories.

You are subscribed as **bob@citysedge.tv**

You can cancel your subscription or change your e-mail address by logging onto the [CFVA home page](http://CFVA home page) on using this email address. You can receive a lost or missing password from that page as well.

## Job Listings

There are no job listings at this time.

## News and Events

### Eric Shiveley wins award at Jackson Hole Film Festival

Alamosa, CO filmmaker and musician Eric Shiveley won best composer at the Jackson Hole Film Festival for his documentary, "Everyone But You".

For more details, visit [EricShiveley.net](http://EricShiveley.net)

### Estes Park Film Festival Launches YouTube Challenge

Here's how to play:

1.) Research the upcoming Estes Park Film Festival by visiting [www.estesparkfilm.com](http://www.estesparkfilm.com)

Click on "Past Festivals" and see what's been done in the past.

2.) Check out the [www.YouTube.com/epfilmfest](http://www.YouTube.com/epfilmfest) to watch the previous promos for the Estes Park Film Festival, and also do a search to see what other festivals across the nation are doing.

4.) Create a short video that would be :30 seconds or less. Edgy videos are good, but please no curse words or explicit content.

5.) After your video is posted to YouTube, please send an e-mail to Sean Doherty, Executive Director, [sean@estesparkfilm.com](mailto:sean@estesparkfilm.com), by August 15 and you will receive an email conformation letting you know of your entry's acceptance into the contest. Please put "YouTube Challenge" in the e-mail subject line. Each submission should include the user name, video title, and YouTube link

6.) All submissions to the YouTube must be posted by August 15. Remember, the festival begins on September 11. Which means the sooner you post your video, the more "views" you'll have an opportunity to get.

7.) The producer of the video with the most viewings by 5:00 p.m. on Sunday, September 7 will be the recipient of two Gold Passes (valued at \$200) to the 4-day Festival which includes the following benefits:

All-access seamless experience to the Festival  
Priority Seating: First admittance to all Festival films  
Admission to Opening Night Gala on the 12th, and Awards Gala on the 14th

Swag Bag: Exclusive limited edition commemorative merchandise, drink vouchers, and sponsor coupons.

### Free Screening at the Starz FilmCenter, TiVo - July 26th, 2008

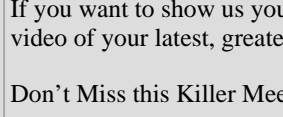
Myriad Productions is proud to premier their first short (29min) documentary film titled "Teresa", an uplifting look at the inspirational spirit of an eighteen year old girl who endures a life with Osteogenesis Imperfecta, a debilitating disease that causes fragile bones.

Showtime is July 10th @ 7:00pm with a Q&A following the film with the cast and crew.

We will also be accepting donations for the Osteogenesis Imperfecta Foundation to assist in their on-going research and education. Seats are limited so please arrive accordingly. We hope to see you there!

Click [here](http://www.tivo.com) to view the "Teresa" trailer.

### Colorado Professional Videographers Assoc. June 30th meeting



Monday, June 30, 2008 6:15 PM

at:  
**CFVACO Audio/Visual  
6240 West  
Denver, CO, 80202  
303-539-3400**

1st Time Visitors Free

6:15 - 6:45 - Hot Food & Networking!

6:45 - 9:00 - Presentations, Auction & Video Grab Bag

#### "The Ear is More Discerning than the Eye"

Make sure your productions "sound" as good as they look! Awarded by the American Society of Professional Audio Engineers, the benefits of different types of microphones and audio techniques!

"Get Ready for the Battle of the Paddles!"

Don't Miss Out on the Sembeiser Wireless Microphone System and Handheld Mic that will be up for Auction!!! A \$1408.00 Value!

"How to Create a Blending DVD's Step by Step!"

Neil Darragh will be doing a DVD by step presentation on creating Blu-ray DVD's.

"Show Us Your Stuff!!"

If you want to show us your stuff, bring us a 3 minute video of your latest, greatest video!

Don't Miss this Killer Meeting!

Click [Here](http://www.cpvaco.com) for Full Details

Click Here to RSVP

Visit our website to see our past monthly meetings!!

www.CoPVA.org

Maureen Bacon  
CoPVA President  
303.465.6190