



## LINKS AND TALKING POINTS FOR PRODUCTION INDUSTRY ADVOCATES

Below is a link and some suggested talking points to help you craft emails and letters to legislators. ***The most important thing you can do is send a message to your own representative and senator*** (see link to 'Who Represents Me' below). Please keep all remarks friendly and nonpartisan and make it clear if you are a constituent (you live or work in their district). If you hear back from any legislators, please share their response with MN Film & TV.

Who represents me? Plug in your address here to find out who your senator and representatives are:  
<http://www.gis.leg.mn/OpenLayers/districts/>

**We strongly encourage you to personalize the content to reflect your role in the industry, anecdotal evidence of the industry's economic effect on your livelihood, etc.**

Talking points for communications with Senators and Representatives:

- I live in your district OR my business is in your district.
- I work in (or own a business related to) Minnesota's production industry.
- The film and TV industry has changed significantly since the years when major movies like *The Mighty Ducks* and *Grumpy Old Men* were shot in Minnesota, and the major change has been the **introduction of production incentives in the late 1990s**.
- **Incentives, in the form of a rebate or a tax credit, are tools used by more than 30 states as part of their economic development strategy.** Increased production results in increased demand for labor in the form of high wage, middle-class jobs; and increased spending on things like hotels, restaurants, equipment, building supplies and more.
- Production incentives **create jobs** for people like me and bring new business to Minnesota.
- I am asking you to **support continued funding for our rebate incentive (Snowbate)**
- In addition, please **support the passage of a transferable tax credit incentive**, which will allow Minnesota to become competitive with other states.
- **Include your own personal experience** and keep your communication short and to the point.

Be positive. Thank your legislators for their past support of Snowbate funding if you know they've been supporters. Please call Minnesota Film & TV if you have any questions about contacting your legislators.

Thank you! If you have any questions or would like more information, please feel free to email us at [info@mnfilmtv.org](mailto:info@mnfilmtv.org) or call our office at 612.767.0095.