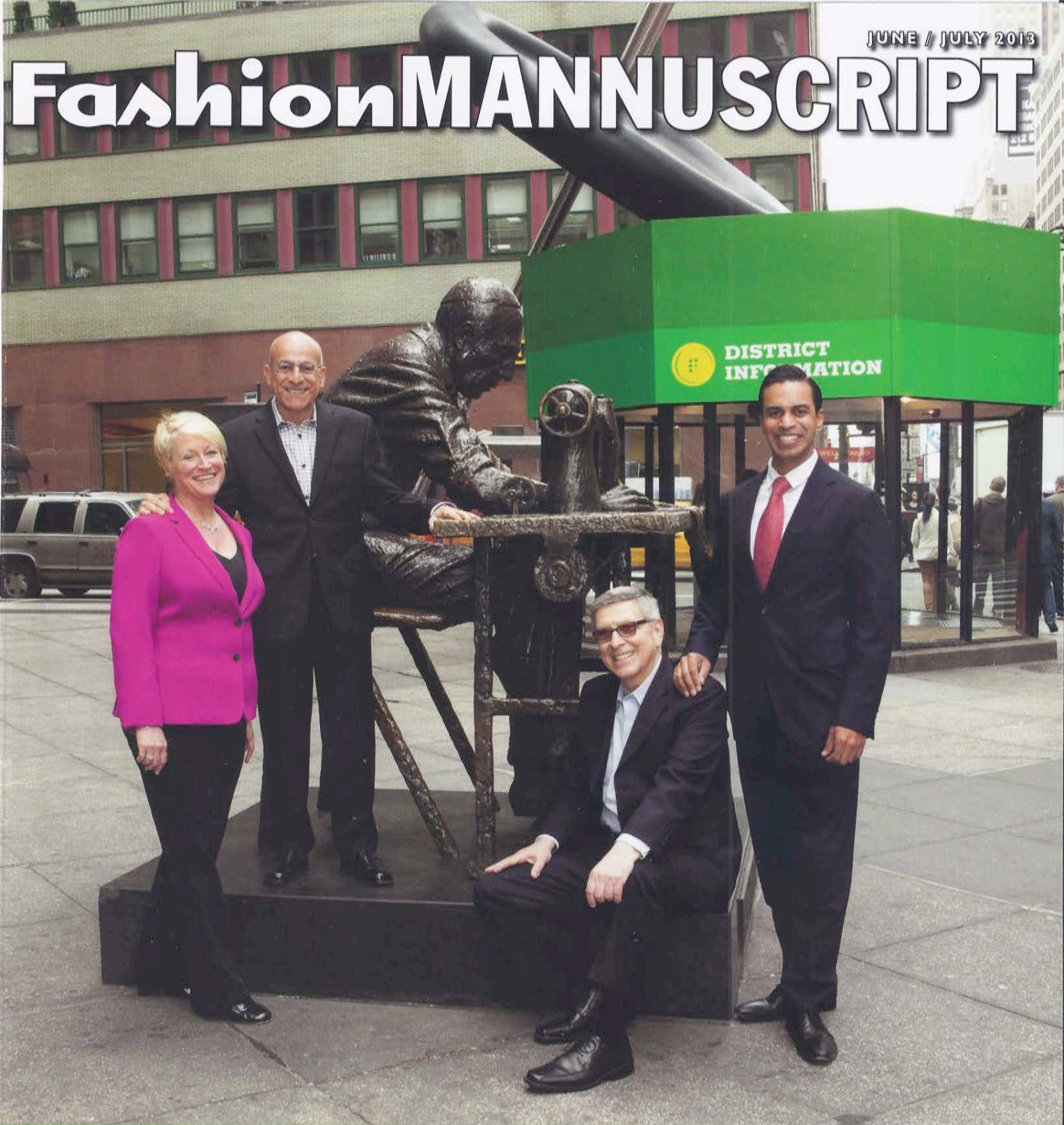


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FashionMANUSCRIPT



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Showcase Your Designs With New York's Film Incentive

BY ETHAN BORDMAN, ESQ.



Hollywood, California may historically be the epicenter of movie and television production; however New York is closing in. The New York City Mayor's Office of Film, Theatre and Broadcasting, reported that thanks to its "Made in New York®" campaign more than \$7.1 billion was spent in New York City on entertainment productions in 2011. This includes 188 films and more than 140 television shows in the five boroughs along with numerous other productions in New York State.

Last year more television pilots were shot in New York than in any other state. These projects represent 130,000 individuals, most of whom are New York residents, working annually in the entertainment production industry. Much of this growth and popularity is attributed to the New York State's financial production incentive.

The Empire State Film Credit

Currently, more than 40 states offer some kind of financial incentive to entertainment productions, such as tax credits or rebates, to attract projects to their state and the economies these productions create. An entertainment project brings work not only to those who work directly on the productions but to a variety of business owners such as hotels, restaurants, catering companies, and office spaces who experience a surge in business.

The *Empire State Commercial Film Production Credit*, offered through The New York Governors Office For Motion Picture and Television Development's "New York Loves Film" campaign has helped the state become one of the premiere production locations for film and television. The incentive allows qualified productions to receive a refundable 30% tax credit for qualified costs related to the production that occur in New York State.

Productions that qualify include feature films, TV pilots, TV series, and TV miniseries though certain productions are excluded from the incentive: interview or talk shows, reality programs, daytime soap operas and commercials.

Film Fashion – A Reel Impact

Among the qualified expenditures in New York's film credit are many positions in the fashion and beauty industry. Clothing stylists, make-up artists, wardrobe attendants and hair stylists are included along with rental and purchase of wardrobe and props related to clothing and beauty. This encourages productions to hire New York residents and New York-based fashion companies to use their de-

signs in productions. This creates numerous opportunities for designers to showcase their skills and talents, not just to professionals in the clothing industry, but also to an international public.


Now Starring Your Designs

With all of the great things happening in New York there are a number of different avenues you can take to have your designs appear in motion picture and television productions. Contacting the Mayor's office of Film, Theatre and Broadcasting and the State's Governor's office for Motion Picture and Television Development is a great first step to find out about upcoming productions. Due to the growth and success of independent productions any film, no matter its budget, has the potential to be hit and seen by millions of people worldwide. A movie may only play a few weeks in the theatres but may be available for years on cable television and video on demand.

Moreover, a film that does not do well in the United States may be a hit with overseas audiences. Professional organizations such as NYWIFT (New York Women in Film & Television), IFP (Independent Filmmaker Project) along with performers unions such as SAG/AFTRA (Screen Actors Guild/American Federation of TV & Radio Artists) can also be of help in finding productions that may feature your designs. It may take some work on your part to find a production that fits but the exposure may be worth it.

That's A Wrap

With the growth of productions in New York comes opportunities for those in the fashion industry to feature their talents and designs in a variety of productions shot locally—and seen globally. Remember, take time to ask questions regarding your participation and familiarize yourself with the terms of entertainment industry so that all parties are on the same page regarding your involvement in the production. Now it's your time to shine. ACTION!

Ethan Bordman is an entertainment attorney in New York representing authors, screenwriters, producers, directors and actors guiding them through the legal and business matters then face in bringing their dreams to the screen. He holds an MBA and earned a Masters in Entertainment law (LL.M.) with honors from the University of Westminster in London. 

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