



# MAKE-UP ARTISTS & HAIR STYLISTS

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Chair Guzzone and Members of the Senate Budget and Taxation Committee  
Miller Senate Office Building  
11 Bladen Street, 3W  
Annapolis, MD 21401

## RE: SB452-SUPPORT

Dear Members of the Senate Budget and Taxation Committee:

As the field representative of the Make-up Artists and Hair Stylists Local 798, IATSE, I am writing in support of SB452, to expand the Maryland Film Production Activity Tax Credit. IATSE Local 798 represents the 42 hair stylists and make-up artists who live in Maryland. In short, the tax credit creates jobs in our state. Film productions have a crew of hundreds working on it, from applying hair styles and makeup, to designing and creating set pieces, operating cameras, lighting, sound, editorial work, and acting in order to make the production come to life. And these are just the jobs on the production itself. For example, for our members to provide hair styling and to make up the actors, products must be sourced and purchased, supporting local businesses. When a production comes to Maryland, they need to rent office space, which also needs to be furnished. Workers also turn around and put their hard-earned money right back into the local economy. The production *We Own This City* hired 1874 Marylanders. 2210 businesses, many of them small, local businesses across the state, were involved in the production in some way. The economic impact from this production alone was \$95 million. In fact, from 2011 to 2022, the economic impact of film productions in the state of Maryland was over \$1.2 billion! 18,000 businesses were engaged, and over 20,000 Marylanders were hired in good, high-paying jobs with health and pension benefits. The show *Lioness* last year, which filmed in nine counties across the state, paid over \$15 million in wages and \$5 million in benefits to residents of the state of Maryland. *Lady in the Lake* paid over \$12 million to the crew in wages and \$3 million in benefits. Because these filmed in our state, our Maryland crew members were able to stay at home rather than live in a hotel in another state, and they were able to spend their hard-earned money here, investing in their local communities. These jobs and dollars would not have come to Maryland, but for the tax credit.

What we have now is a start, but it's not enough. While the \$1.2 billion of economic impact over 11 years that the film production tax credit has created is an impressive figure to tout, the state of Georgia boasted of \$4.4 billion in economic impact last year alone. The simplest way to create more economic impact is to create a bigger pool for the tax credit. The maximum credit a production may ask for is \$10 million, and the current annual limit available is \$12 million. This means that the money is tapped out very quickly, and often by one production. By increasing the credit to \$25 million for FY 2023-24, and then \$50 million thereafter, more productions can qualify for the tax credit in the state of Maryland, which means more jobs and more positive economic impact. The return on investment in the state of Maryland on film production is approximately a \$4 return for every \$1 spent in MD!

In closing, I urge you to support SB452, expanding the Film Production Activity Tax Credit. It enables workforce development, brings jobs, and increases revenue to the state and to small businesses. The return on our investment is huge, and best of all, the tax credit program does not require any upfront funding; the credit is given after money is spent and qualifying spending is approved through an audit and a tax return is filed. Thank you.

Sincerely,

Brad Greenspan  
Field Representative  
Make-Up Artists and Hair Stylists  
Local 798, IATSE