



Film in Wisconsin.

Mercury Studios - Kenosha, WI - 53144





The Objective

We are looking to influence our state leaders to reinstate competitive film tax incentives. This will begin to bring a piece of the multi-billion dollar film industry to Wisconsin. States like Georgia and Illinois have added billions of dollars to their economy by driving this type of business to their states. The film industry in these areas is now flourishing and driving their economy in a way that no other business can. The snowball effect of bringing these productions to their states is something that cannot be matched. Once these tax incentives are in place in Wisconsin we will work with a highly recognized film location company based out of Los Angeles that has expressed interest in establishing an all-in-one filming facility in Wisconsin.

The Industry

The American film and television industry supports

- **2.1 million jobs** in all 50 states
- **\$139 billion in wages** paid to everyone from actors to dry cleaners and everyone inbetween.
- **\$49 billion** per year paid out to more than 300,000 businesses (87 percent of which are small businesses that employ fewer than 10 people)

The national economic impact of the motion picture and television industry:



Meet the team.

Wisconsin locals.



BJ RAYNIAK

BJ Rayniak studied film production at Columbia College Chicago then moved to Los Angeles where he began working in the industry. While in LA he worked for the Hollywood Location Company as an On Site Representative at one of the most filmed locations in all of Los Angeles, the Herald Examiner building. Some of the productions that were under his supervision were: It's Always Sunny In Philadelphia, Spider-Man 3, The Prestige along with many more. BJ currently resides in Southeastern WI where he and his wife, Angie, run Rayni Day Productions, LLC creating promotional/training videos for businesses like Chevrolet & Snap-On as well as producing independent films like The Rocket and the Great Lakes documentary, The Worth of Water.



JEREMY HECTOR

Jeremy Hector graduated in 2003 with a Bachelors of Science in Computer Engineering from the Milwaukee School of Engineering. Jeremy is currently the Manager of Development Operations at Rehrig Pacific Company, where he manages software development and implementations in support of the manufacturing operations. He has recently supported independent film efforts as an Executive Producer for The Rocket and The Worth of Water. He has also designed technical solutions for unique effects used in short promotional videos.



MIKE DETERMAN

Michael Thomas Determan was born and raised in Wisconsin where he still resides. In May 2003, Mike graduated with a Bachelors of Science in business management, finance and human resources, from the University of Wisconsin, Parkside, followed by a Master's of Science in Management (MSM) from Cardinal Stritch University. Mike is a Supply Chain Analyst for Walgreens Corporate as well as a freelance Cinematographer, Photographer, Writer and Actor. He has worked on several film productions including, The Rocket, The Worth of Water: A Great Lakes Story, and the award winning short film, Rockabye.



Recent examples

Georgia

Georgia has dominated the film and television industry in recent years and will continue to create more and more economic impact as the years go on.

Direct Spending in Georgia:
\$67.7 million in 2007  \$2.7 billion in 2017
Over \$9 billion in economic impact

- **28,656 people** are directly employed in Film and TV
- **12,518 people** employed in production related fields

Over 300 films and TV shows shot in Georgia this past year

Georgia's current film tax incentives*

- 20 percent base transferable tax credit
- 10 percent Georgia Entertainment Promotion (GEP) uplift can be earned by including an embedded Georgia logo on approved projects and a link to ExploreGeorgia.org/Film on the promotional website
- \$500,000 minimum spend to qualify
- No limits or caps on Georgia spend, no sunset clause
- Both resident and non-resident workers' payrolls and FICA, SUI, FUI qualify
- Production expenditures must be made in Georgia to qualify from a Georgia vendor
- Travel and insurance qualify if purchased through a Georgia agency or company
- Original music scoring eligible for projects produced in Georgia qualify
- Post production of Georgia filmed movies and television projects qualify if post done in Georgia
- Development costs, promotion, marketing, license fees and story right fees do not qualify

*Georgia's tax incentive information taken from www.georgia.org & the MPAA



Wisconsin Film

past & future

In the past Wisconsin has had film tax incentives in place, however these tax incentives were not competitive in the market place, did not focus on the future of Wisconsin film industry and were not given a chance to be reworked for success. Since they were dialed back, the film industry has declined in Wisconsin, as expected.

We believe that the key to a thriving and profitable film industry in this state is not only having the competitive film tax incentives in place but establishing the correct infrastructure to meet the needs of filmmakers from pre to post production. This is where Mercury Studios comes into play. The plan with Mercury Studios is to partner with an already established film location company, build 6 sound stages, and 3 different three-story office buildings to be used for screening and editing, on over 200 acres. This type of studio is very similar to Pinewood Studios Atlanta, which was developed in 2013 in Georgia. Pinewood Studios film and television complex has gone from 288 acres and 6 sound stages to over 700 acres and 18 sound stages.

The film industry in the state of Georgia continues to grow and creates the need for more production facilities, more long-term jobs, and more need for small businesses. This is similar to our plan for Mercury studios, to mimic the studio complex in Georgia, and create a need for more and more facilities to be developed, thus fostering a booming film industry, boosting the economy in Wisconsin and creating stable long term job.

So why will this work? Our research shows that the main reason the film industry didn't take off in other states and continue to create long-term jobs, is due to the lack of production facilities readily available, as well as a competitive tax incentive program. By implementing Mercury Studios, partnering with the established location company out of Los Angeles, and creating desirable tax incentives, this will guarantee when films and television shows are drawn to Wisconsin, they will stay and continue to bring more business. Georgia has proven this when Pinewood Studios was created

Why Wisconsin?

Wisconsin is the ideal place for any film or television show as it offers a wide array of locations from farmland to lakeshores, bustling cities to small towns, along with significantly less traffic. In Wisconsin there is access to all four seasons and the unique natural beauty they each bring. Wisconsin has organizations already set in place, such as The Milwaukee Filmmaker Alliance, along with multiple talent agencies for hiring actors and crew.

Mercury Studios

Kenosha, WI

The proposed location for Mercury Studios is a 228-acre lot in Kenosha, WI directly off Interstate 94. It is within a 40-minute drive of two major Midwest cities, Chicago, IL and Milwaukee, WI, both of which have international airports. There is also a regional airport across the street from this location that house private jets and helicopters.

Mercury Studios would consist of 6 Sound Stages and 3 three-story office buildings used for editing, pre-production and post-production. This all-in-one complex will contain; production sound stages, green rooms, editing bays, class rooms, recording studios, motion capture rooms, rental equipment, casting audition rooms, meeting rooms, cafeterias, screening rooms, lounges, etc. This complex is designed to be everything the filmmaker needs all in one location. Not only will this help to create long-term jobs, it will help the economy of Wisconsin by creating a platform for small businesses to thrive. From construction to catering, hotels to accountants, all businesses will play a crucial role as the film industry sets up shop in Wisconsin at Mercury Studios.

As previously stated, we have been speaking with one of the top location companies in Los Angeles about partnering and creating a branch of their company in Wisconsin. They have expressed interest in our proposed studio complex contingent on Wisconsin reworking the film tax incentives.



Proposed Mercury Studio location: 5522 104th Ave, Kenosha, WI 53144



Wisconsin Locations

within a 75-minute drive
of Mercury Studios

Milwaukee, WI

34 mins (34.3 miles)



Erin Hills Country Club

1 hr 9 mins (66.9 miles)



Atwater Park Beach - Milwaukee

43 mins (38.8 miles)



Lake Geneva, WI

35 mins (28 miles)



Kenosha, WI

15 mins (6.6 miles)



Old World Wisconsin

56 mins (45 miles)



Holy Hill Shrine

1 hr 11 mins (64.7 miles)



Along with many more unique locations.

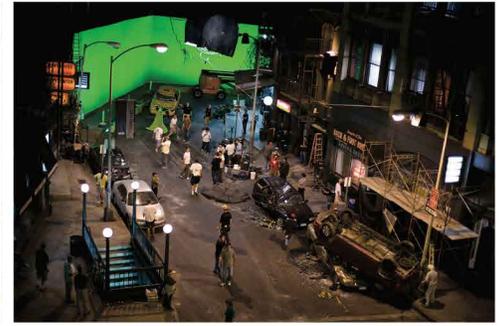
Email: RayniDayProductions@gmail.com Phone: 847.644.5553

Behind The Scenes

where the real movie
magic happens...

Sound Stages

Soundproof, hangar-like structures, used for building custom movie and television sets, located on a secured studio property.



On Location

Any place outside of a studio where a movie or television show is filmed.



Editing Suites & Screening Rooms

A room containing equipment for editing and screening movie or television content.

