



FILM  
KENTUCKY

# WHY KENTUCKY?



## EXTRAORDINARY LOCATION VARIETY

Kentucky offers **mountains, rolling hills, horse country, historic towns, urban skylines** and **riverfronts**.



## SKILLED LOCAL CREW

Kentucky has a deep, experienced workforce. Our local crews are known for **adaptability and efficiency**, valuable in the fast-paced TV/streaming world.



## SUPPORTIVE COMMUNITIES

Local governments and residents often roll out the red carpet for filmmakers. Our municipalities **make logistics easier** than in many large or overly saturated markets.

# ECONOMIC IMPACT

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### RAPID GROWTH

Kentucky's entertainment incentives (KEI) have attracted *hundreds* of projects and billions in spending. Since 2022, nearly **270 projects** spent roughly **\$795 million** in Kentucky, supporting roughly **27,000 jobs**.

### TAX CREDIT PROGRAM

The KEI program offers a **30% - 35% refundable tax credit** on qualified in-state spend, with a \$75M yearly cap. *Making it one of the top 5 incentive programs in the country.*

### ECONOMIC BENEFITS

All told, the film sector injects cash and jobs into local economies. Productions spend on hotels, restaurants, catering, equipment and local services – estimates suggest a filming can inject up to \$1.3M per day into a local economy.

### NATIONAL CONTEXT

Film/TV employs nearly 2 million U.S. workers. 38 states now have incentives – Kentucky's program helps keep Hollywood dollars and creatives in the Commonwealth.

# TODAY'S PRODUCTION LANDSCAPE

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Over the last decade, there has been unprecedented growth in the value and volume of screen production globally, along with a series of industry shocks.

As a result of inflation, the pandemic, and a contraction of spending by content investors: production has increasingly shifted from traditional hubs like Los Angeles and New York to new jurisdictions offering more competitive incentives, lower production costs, an increasingly skilled workforce, and an improved infrastructure offering.

Technological advances are reshaping the filmmaking process, allowing for more affordable productions.

This means, the independent film is once again on top.

Overall, as the global landscape continues to, consumer demand for content remains strong. Global content spend is predicted to increase year-on-year to reach \$248 billion in 2025, according to recent estimates.

# THE OPPORTUNITY

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### SCREEN TOURISM UNLOCKS THE LONG-TERM VALUE

Screen tourism is one of the fastest-growing sectors of destination marketing worldwide. Audiences increasingly travel to experience the places they see in film and television.

For Kentucky, this represents a significant opportunity to:

- Extend the economic impact of film production beyond principal photography;
- Increase year-round tourism spending;
- Strengthen regional economies;
- Elevate Kentucky's national and international brand identity.

*Screen exposure transforms locations into destinations.*



# FILM & TELEVISION CREATE EMOTIONAL CONNECTIONS TO PLACE

*When audiences connect with a story, they connect with its locations.*

Kentucky's **horse farms, bourbon culture, Appalachian landscapes, music heritage, historic downtowns, rivers and rural scenery** create visually distinctive settings audiences remember and want to visit.



# PRODUCTION-READY COMMUNITIES

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The Kentucky Film Office is building resources to help communities prepare and compete.

- **Sample location agreements**
- **Codes of conduct for productions and communities**
- **Best practices for municipalities**
- **Direct support from the Film Office**
- **A state-wide database for crew, vendors and businesses to promote Kentucky businesses to productions.**

This work ensures communities are not just participants —  
**but partners in a growing industry.**

# VISION FOR GROWTH

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### GREATER VISIBILITY

“Reliable, competitive & filmmaker-friendly”

### WORKFORCE DEVELOPMENT

The goal is a sustainable talent pipeline. Over the next decade, Kentucky aims to **train and retain** more industry workers – so that productions “don’t just come to shoot, but choose to build careers.”

### STRATEGIC INFRASTRUCTURE EXPANSION

Beyond on-location shoots, Kentucky wants stronger post-production and studio infrastructure. More soundstages, editing suites, special-effects shops and mixed-media facilities will keep projects in-state through every phase.

### GROWING HOMEGROWN STORYTELLING

Success means seeing more Kentucky-made stories on national screens. Incentives and production support are paired with nurturing local filmmakers so talented Kentuckians can produce series and films without leaving.

THANK YOU

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