Mr. Chairman, members of the Committee, I am Steve Loftin, President of the Cincinnati Arts Association. We proudly manage the Aronoff Center for the Arts in Downtown Cincinnati. I am here today to speak in favor of House Bill 525 regarding Ohio's Motion Picture Tax Credit.

The positive impact of the Ohio Motion Picture Tax Credit on our economy in Cincinnati continues to deliver impressive results. According to the recent study released by the University of Cincinnati Economic Center, the total economic impact during 2016 was over $38 million. During that year, the film activity added over 400 jobs to the local economy, increasing earnings by $13.6 million.

This tax credit has positively impacted the economy of Cincinnati since its inception. And now, expanding the tax credit to include live theater production will give Ohio the opportunity to increase the economic impact and open new opportunities beyond film.

Through the inclusion of live theater in HB525 ,Cincinnati Arts Association is positioned to contribute to the growth of the local economy by attracting new productions to Ohio. As a successful and premier destination for touring Broadway in the region, we offer first class facilities, a skilled labor force and engaged audiences. This is about business development.

Further, our city is the home to one of the nation's most respected university programs for theater and music at the University of Cincinnati's College Conservatory of Music. The groundwork for a mutually beneficial relationship is already built. Theatrical producers would have exposure to a pool of highly talented cast and crew members. Job opportunities will be created and contribute to the economy.

Therefore, I respectfully ask you to pass House Bill 525.

Thank you, Mr. Chairman and members of the committee for the opportunity to speak to you today. I am available to answer any questions you may have.