



FILM & MEDIA

**Indiana**  
Economic Development Corp<sup>®</sup>

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[iedc.in.gov](http://iedc.in.gov)

*“The thing about (the movie) Hoosiers is that 90% or more of the crew and cast were from Indiana. Together, we were almost on a mission, not just to make this movie because things were tough and it was two Indiana guys trying to make the film, but the movie itself was about Indiana. This was about community, about identity. It was about a sense of place and a sense of who they all were and how they were going to be seen in the world.”*

**Angelo Pizzo**  
Writer/Director, Hoosiers

## Investing in the Creative Economy

Thank you for considering Indiana as the site for your next production. Creativity and inspiration run deep through our state, and we want to share that with the world. As such, we’re committed to investing in the creative economy.

Indiana’s Film and Media Tax Credit offers an income tax credit up to 30% that can be applied to offset certain production expenses. Eligible productions include feature-length independent or studio production films or documentaries; a television episodic series, program, or feature; music productions and digital media productions that are intended for reasonable commercial exploitation.

The credit offers a 20% base incentive on qualified expenditures, 5% additional incentive for hiring our local talent and a 5% additional incentive when you include Indiana branding in your final project. We are ready to welcome partners in and out of the state who are enthusiastic about producing their projects in Indiana and contributing to the growth of our existing robust film and media ecosystem.

Investment is the key to unlocking the true potential of the creative industries, and the returns from the creative economy are both promising and multi-dimensional—addressing social, cultural, innovation and economic needs.

**\$2.25 TRILLION**  
ANNUAL REVENUES  
WORLDWIDE  
CREATIVE ECONOMY  
INDUSTRIES GENERATE  
United Nations Conference  
on Trade and Development

UP TO  
**30%**  
INCOME TAX  
CREDIT  
TO OFFSET CERTAIN  
PRODUCTION EXPENSES

**30 MILLION  
JOBS**  
WORLDWIDE  
United Nations Conference  
on Trade and Development



If you’re looking for more detailed information about the Film and Media Tax Credit, scan the QR code to the left or visit our [website here](#).

## The Talent, Skills and Gear You Need are all Here

Indiana is home to more than 600 production-related film and media small businesses with a talent pool of 2,000 various film and media-related crew, including directors, producers, camera operators, gaffers, location managers, writers, sound designers, music producers and talent management companies.

The state is also home to some of the most diverse music labels in the country, such as Jagjaguwar, Joyful Noise and ABSORB.

Through its robust college and university film and media-related education ecosystem, Indiana is preparing our talent for next-level creative industries jobs with 19 universities offering film and/or media undergraduate and graduate programs.

## Made in Indiana

America Ninja Warrior

Rasheeda's Freedom Day

The OG (an HBO film)

Columbus (Sundance premiere)

So Cold the River

Invisible Sky (Documentary)

Kurt Vonnegut: Unstuck In Time (Documentary)

**600**  
PRODUCTION-RELATED  
**FILM & MEDIA**  
SMALL BUSINESSES

TALENT POOL OF  
**2,000**  
FILM & MEDIA-RELATED  
CREW MEMBERS

**19**  
UNIVERSITIES  
OFFERING  
**FILM AND/OR MEDIA**  
UNDERGRADUATE AND GRADUATE PROGRAMS

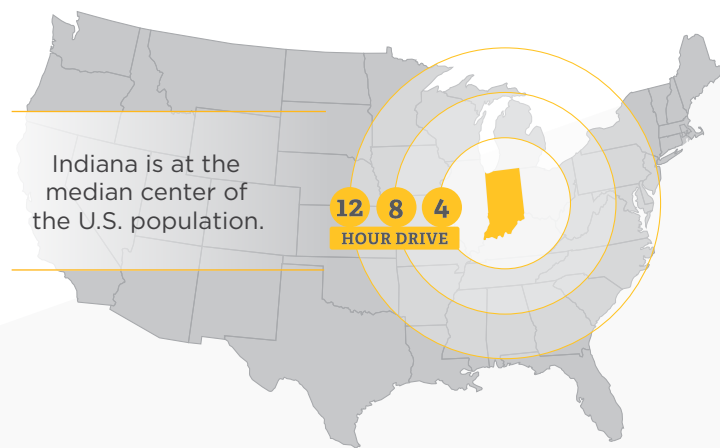


## Business and Beyond

Indiana offers a low cost of living for lodging, transportation, housing, food and more. The Indianapolis International Airport is consistently ranked as the best in the nation. And we're centrally located in the U.S. and close to other major metropolitan areas such as Chicago, Louisville and Nashville.

Indiana has maintained a balanced budget for years and built a healthy reserve. As a result, already low business taxes continue to trend downward. Indiana businesses also enjoy remarkable regulatory freedom and the nation's best infrastructure system.

The state is also committed to attracting and retaining an energized workforce and an inspired creative class. Wherever you look across the state, you'll see investments in communities, infrastructure, art, culture, connectivity and innovation.



**\$25.12**  
MEAN  
HOURLY WAGE

**95.2** COST OF LIVING INDEX

INDIANAPOLIS INTERNATIONAL AIRPORT  
**BEST AIRPORT**  
IN NORTH AMERICA  
*Airports Council International*

## World-Class Colleges and Universities

Indiana boasts a skilled workforce with experience in everything you'll need for your next production. Our colleges and universities have world-class programs and produce talented graduates year after year.

### TOP TEN IN THE U.S.

- › **Most Innovative Schools**  
*Butler University & Purdue University*
- › **Entrepreneurship**  
*Indiana University*
- › **Business Programs**  
*Indiana University & University of Notre Dame*
- › **Biological/Agricultural & Industrial/Manufacturing Engineering**  
*Purdue University*
- › **Undergraduate Engineering**  
*Rose-Hulman*
- › **Computer Engineering**  
*Rose-Hulman*
- › **Electrical, Electronic, Communications Engineering**  
*Rose-Hulman*



*“Indiana has a selection of courses and access to development, production and post-production resources at Indiana universities such as Indiana University, Ball State University, Purdue University and Butler University. As of March 2022, the Media School at Indiana University has seen an increase of 58% of enrollment by incoming freshmen for Fall 2022. Our talented students and alumni are ready to work, and we are hopeful that the Film and Media Incentive is an opportunity to keep our talented pipeline living and working in Indiana.”*

**Austin Francalancia**  
Adjunct Professor at Indiana University's  
Film and Media School



## Success Stories

### SWEETWATER SOUND

Sweetwater Sound is the largest online retailer of musical instruments and professional audio equipment in the U.S. Founded more than 40 years ago, Sweetwater is headquartered in Fort Wayne, Indiana—offering the benefits of a business-friendly community while supporting the company’s global reach and influence.

Sales Engineer Alberto Rosado-Perez describes describes Sweetwater as having a “very Midwest” way of doing business, focused on hospitality with humble roots. Sweetwater founder Chuck Surack started the business in a van in 1979. With community support, Chuck was able to scale his business to become a musical empire, with the goal of helping people pursue their passions.

*“I think this company would have been successful anywhere, but it speaks a lot about the Fort Wayne community. They’ve really embraced Sweetwater and the way we do business.”*

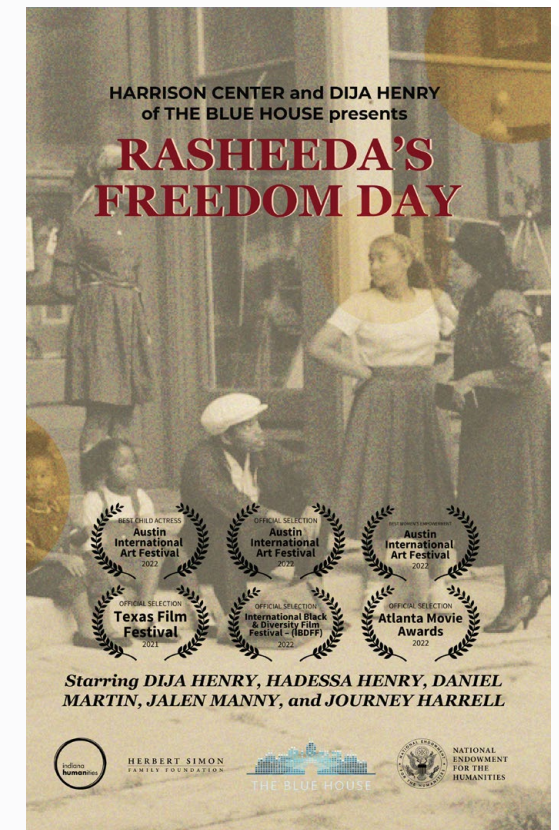
**Alberto Rosado-Perez**  
Sales Engineer, Sweetwater

### RASHEEDA’S FREEDOM DAY

*Rasheeda’s Freedom Day* is an original short film from Harrison Center and DiJa Henry of The Blue House that tells the true story of longtime Indianapolis resident and Greatriarch Ms. JoAnna LeNoir. Developed, produced and edited in Indiana, it is having a successful run on the film festival circuit with awards for Women’s Empowerment at the Austin International Film Festival and Official Selection at the Atlanta Movie Awards.

In 1962, Ms. JoAnna found the courage to take herself, her mother Rasheeda and her siblings out of an abusive family situation to find freedom and community in Martindale-Brightwood.

The Blue House is a social impact entertainment company dedicated to telling diverse stories that facilitate heart-changing conversation to elevate our culture to a more equitable, inclusive and empathetic society. Having produced six projects with two feature films in development, one of the first Blue House projects, *Love, Jordan*, was chosen as an educational tool by Mayor Scott Fadness of Fishers as an opportunity to drive deep conversation and awareness in the community to help bring down stigma associated with mental illness.





ABSORB. artist BAYEM

## ABSORB.

ABSORB. is an award-winning creative agency and record label based in Indianapolis. Founded in 2012, ABSORB. endeavors in the fields of creative direction, filmmaking, design and immersive live experience. ABSORB. has created groundbreaking film and visual performance work seen on The ACM Awards, The American Music Awards, *The Ellen Show*, *The Tonight Show Starring Jimmy Fallon*, *The Late Late Show with James Corden* and others, and the agency's work has been featured in the pages of *Rolling Stone*, *People*, and *MIX Magazine*. Additionally, ABSORB. has developed creative campaigns for Team USA, AT&T, Interscope Records, Universal Records, Mercury Records and countless other incredible recording artists and brands.

In 2020, ABSORB. launched a counterpart record label to employ their aesthetic disciplines and love of artist development to invest in a thrilling new generation of promising young recording artists. The label's efforts have resulted in millions of streams, premium film and television usage and editorial placement of excellent songs by the label's new artists BAYEM, Dream Chief, JOSHUA+ and JAC.



# Indiana

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