

Reps. Miller, Ball, Barnett, Terry Brown, Byrnes, Byrum, Caul, Constan, Cushingberry, Dean, Donigan, Geiss, Gonzales, Hammel, Hansen, Haugh, Haveman, Huckleberry, Rick Jones, Robert Jones, Lahti, LeBlanc, Leland, Lemmons, Liss, Marleau, McDowell, Neumann, Polidori, Roberts, Rocca, Segal, Sheltroun, Slavens, Spade, Stanley, Switalski, Tyler, Valentine and Warren offered the following resolution:

House Resolution No. 103.

A resolution to urge Michigan-based corporations, advertising companies, and state agencies to film their commercials in Michigan.

Whereas, Michigan has historically been a leader in the production of commercials, many associated with the auto industry. This enterprise continues to hold significant potential to generate economic activity; and

Whereas, Michigan's recent emergence as a prominent destination for projects in the motion picture industry, occasioned by tax incentives, has drawn attention from many quarters. In addition to interest reflected through feature-length movies, this growth has spurred a notable investment in several communities in our state. Several projects have been discussed. In addition to the technology and facilities that are established through these investments, talented and creative men and women put Michigan in a unique position to expand its capacity for the production of commercials and public service announcements; and

Whereas, Michigan corporations, advertising companies, and state agencies have the potential to create additional jobs through a commitment to making their commercials and public service announcements within our state. Clearly, the benefits of generating local activity include not only economic factors, but also the availability of top-tier facilities and talent to those wishing to communicate their products and ideas to the consumer. The cumulative effects of a concentration of this work within our state could contribute a needed spark across our peninsulas; now, therefore, be it

Resolved by the House of Representatives, That we urge Michigan-based corporations, advertising companies, and state agencies to film their commercials in Michigan; and be it further

Resolved, That copies of this resolution be transmitted to the Michigan Film Advisory Commission, the Lottery Bureau, and the Michigan Economic Development Corporation.