



## 2025 ASSEMBLY BILL 231

May 2, 2025 - Introduced by Representatives ARMSTRONG, CALLAHAN, HURD, BROWN, DOYLE, EMERSON, GOODWIN, GREEN, JOHNSON, KITCHENS, KREIBICH, MAXEY, MELOTIK, MIRESE, MOSES, MURSAU, O'CONNOR, PRADO, SNYDER, STEFFEN, SWEARINGEN, TITTL, WICHGERS and ZIMMERMAN, cosponsored by Senators BRADLEY, TESTIN, DRAKE, FEYEN, LARSON, PFAFF, QUINN and SPREITZER. Referred to Committee on Ways and Means.

1     **AN ACT** *to amend* 71.05 (6) (a) 15., 71.10 (4) (i), 71.21 (4) (a), 71.26 (2) (a) 4.,  
2           71.30 (3) (f), 71.34 (1k) (g), 71.45 (2) (a) 10. and 71.49 (1) (f); **to create** 13.94 (1)  
3           (zm), 15.448, 20.835 (2) (bm), 41.152, 71.07 (5f), 71.07 (5h), 71.10 (4) (fs), 71.10  
4           (4) (ft), 71.28 (5f), 71.28 (5h), 71.30 (3) (epr), 71.30 (3) (eps), 71.47 (5f), 71.47  
5           (5h), 71.49 (1) (epr) and 71.49 (1) (eps) of the statutes; **relating to:** creating a  
6           tax credit for expenses related to film production services and for capital  
7           investments made by a film production company, granting rule-making  
8           authority, and making an appropriation.

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### ***Analysis by the Legislative Reference Bureau***

This bill creates income and franchise tax credits for film production companies and creates the State Film Office, attached to the Department of Tourism, to implement the tax credit accreditations and allocations. Under the bill, a film production company may claim a credit in an amount that is equal to 30 percent of the salary or wages paid to the company's employees in the taxable year for services rendered in this state to produce a film, video, broadcast advertisement, or television production, as approved by the State Film Office, and paid to

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employees who were residents of this state at the time that they were paid. The total amount of the credits that may be claimed by a taxpayer may not exceed an amount that is equal to the first \$250,000 of salary or wages paid to each of the taxpayer's employees in the taxable year, not including the salary or wages paid to the taxpayer's two highest-paid employees in the taxable year, for a production with budgeted expenditures of \$1,000,000 or more. If the total amount of the credits claimed by a taxpayer exceeds the taxpayer's tax liability, the state will not issue a refund, but the taxpayer may carry forward any remaining credit to subsequent taxable years.

Under the bill, a film production company may claim an income and franchise tax credit in an amount that is equal to 30 percent of the production expenditures paid by the company in the taxable year to produce a film, video, broadcast advertisement, or television production. If the total amount of the credits claimed by the company exceeds the company's tax liability, the state will issue a refund.

The bill also allows a film production company to claim an income and franchise tax credit, for the first three taxable years that the company is doing business in this state, in an amount that is equal to 30 percent of the amount that the claimant paid in the taxable year to purchase depreciable tangible personal property or to acquire, construct, rehabilitate, remodel, or repair real property.

Under the bill, a film production company may claim an income and franchise tax credit in an amount that is equal to the amount of sales and use taxes that the claimant paid for tangible personal property and taxable services that are used to produce a film, video, broadcast advertisement, or television production in this state.

The bill provides that the State Film Office may not allocate more than \$10,000,000 in film production and investment tax credits in each fiscal year. The bill also requires the State Film Office to annually submit a report to the legislature that specifies the number of persons who submitted credit applications in the previous year and the amount of the credits allocated to each such applicant and to make recommendations on improving the efficiency of the program. Finally, the bill requires the Legislative Audit Bureau to biennially prepare a performance evaluation audit of the accreditation program implemented by the State Film Office.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

1       **SECTION 1.** 13.94 (1) (zm) of the statutes is created to read:

2       13.94 (1) (zm) Biennially, beginning in 2027, prepare a performance

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1 evaluation audit of the program to accredit productions for purposes of ss. 71.07 (5f)  
2 and (5h), 71.28 (5f) and (5h), and 71.47 (5f) and (5h) by the state film office.

3 **SECTION 2.** 15.448 of the statutes is created to read:

4 **15.448 Same; offices. (1)** STATE FILM OFFICE. There is created a state film  
5 office in the department of tourism. The director of the office shall be appointed by  
6 the secretary of tourism.

7 **SECTION 3.** 20.835 (2) (bm) of the statutes is created to read:

8 20.835 (2) (bm) *Film production services credit.* A sum sufficient to make the  
9 payments under ss. 71.07 (5f) (d) 2., 71.28 (5f) (d) 2., and 71.47 (5f) (d) 2.

10 **SECTION 4.** 41.152 of the statutes is created to read:

11 **41.152 Film production tax credits. (1)** The state film office shall  
12 implement a program to accredit productions for purposes of ss. 71.07 (5f) and (5h),  
13 71.28 (5f) and (5h), and 71.47 (5f) and (5h). Application for accreditation shall be  
14 made to the office in each taxable year for which accreditation is desired.

15 **(2)** If the state film office accredits a production under sub. (1), the office shall  
16 determine the amount of the production's production expenditures, as defined in s.  
17 71.07 (5f) (a) 4. The state film office shall not issue an accreditation under sub. (1)  
18 without first receiving written confirmation from the applicant that the applicant  
19 has retained a certified public accountant located in this state to conduct periodic  
20 audits to ensure compliance with this section and ss. 71.07 (5f) and (5h), 71.28 (5f)  
21 and (5h), and 71.47 (5f) and (5h), as prescribed by rule by the office. An entity  
22 applying for a tax credit under s. 71.07 (5f), 71.28 (5f), or 71.47 (5f) that does not  
23 have its commercial domicile in this state shall indicate that on its application

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1 along with the amount of production expenditures it anticipates spending in this  
2 state and the amount of expenditures, if any, it anticipates spending in another  
3 state on the same production.

4 (3) The state film office shall notify the department of revenue of every  
5 production accredited under sub. (1), the amount of the production's production  
6 expenditures, as defined in s. 71.07 (5f) (a) 4., and the amount of the tax credits  
7 under ss. 71.07 (5f) and (5h), 71.28 (5f) and (5h), and 71.47 (5f) and (5h) allocated to  
8 the applicant for the taxable year for which the applicant's claim relates.

9 (4) The state film office may not allocate more than \$10,000,000 in tax credits  
10 under ss. 71.07 (5f) and (5h), 71.28 (5f) and (5h), and 71.47 (5f) and (5h) in each  
11 fiscal year and no more than \$1,000,000 in tax credits to any single applicant in  
12 each fiscal year.

13 (5) Each applicant who produces an accredited production, as defined in s.  
14 71.07 (5f) (a) 1., that is eligible for a tax credit under s. 71.07 (5f), 71.28 (5f), or  
15 71.47 (5f) shall include in the finished production an acknowledgment to the state  
16 of Wisconsin and the state film office as designed by the state film office, including  
17 a logo designed by the state film office.

18 (6) Annually, beginning in 2027, the state film office shall prepare a report  
19 specifying the number of persons who submitted tax credit applications in the  
20 previous year and the amount of the tax credits allocated to each such applicant.  
21 The report shall also provide recommendations and suggestions on improving the  
22 efficiency of the program implemented under this section. The office shall submit

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1 the report to the legislature, in the manner provided under s. 13.172 (2), no later  
2 than April 30 each year.

3 (7) The department shall promulgate rules to administer this section.

4 **SECTION 5.** 71.05 (6) (a) 15. of the statutes is amended to read:

5 71.05 (6) (a) 15. The amount of the credits computed under s. 71.07 (2dm),  
6 (2dx), (2dy), (3g), (3h), (3n), (3q), (3s), (3t), (3w), (3wm), (3y), (4k), (4n), (5f), (5h),  
7 (5i), (5j), (5k), (5r), (5rm), (6n), and (10) and not passed through by a partnership,  
8 limited liability company, or tax-option corporation that has added that amount to  
9 the partnership's, company's, or tax-option corporation's income under s. 71.21 (4)  
10 or 71.34 (1k) (g).

11 **SECTION 6.** 71.07 (5f) of the statutes is created to read:

12 71.07 (5f) FILM PRODUCTION SERVICES CREDIT. (a) *Definitions.* In this  
13 subsection:

14 1. "Accredited production" means a film, video, broadcast advertisement, or  
15 television production, as approved by the state film office, for which the aggregate  
16 salary and wages included in the cost of the production for the period ending 12  
17 months after the month in which the principal filming or taping of the production  
18 begins exceeds \$100,000 for a production that is 30 minutes or longer or \$50,000 for  
19 a production that is less than 30 minutes. "Accredited production" includes a  
20 scripted, unscripted, reality, or competition production, but does not include any of  
21 the following, regardless of the production costs:

22 a. News, current events, or public programming or a program that includes  
23 weather or market reports.

24 b. A talk show.

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1 c. A sports event or sports activity.

2 d. A gala presentation or awards show.

3 e. A finished production that solicits funds.

4 f. A production for which the production company is required under 18 USC  
5 2257 to maintain records with respect to a performer portrayed in a single media or  
6 multimedia program.

7 g. A production produced primarily for industrial, corporate, or institutional  
8 purposes.

9 2. "Claimant" means a film production company, as defined in sub. (5h) (a) 2.,  
10 that operates an accredited production in this state, if the company owns the  
11 copyright in the accredited production or has contracted directly with the copyright  
12 owner or a person acting on the owner's behalf and if the company has a viable plan,  
13 as determined by the state film office, for the commercial distribution of the  
14 finished production.

15 3. "Commercial domicile" means the location from which a trade or business  
16 is principally managed and directed, based on any factors the state film office  
17 determines are appropriate, including the location where the greatest number of  
18 employees of the trade or business work, the trade or business has its office or base  
19 of operations, or from which the employees are directed or controlled.

20 4. "Production expenditures" means any expenditures that are incurred in  
21 this state and directly used to produce an accredited production, including  
22 expenditures for writing, budgeting, casting, location scouts, set construction and  
23 operation, wardrobes, makeup, clothing accessories, photography, sound recording,

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1 sound synchronization, sound mixing, lighting, editing, film processing, film  
2 transferring, special effects, visual effects, renting or leasing facilities or  
3 equipment, renting or leasing motor vehicles, food, lodging, and any other similar  
4 pre-production, production, and post-production expenditure as determined by the  
5 state film office. "Production expenditures" includes expenditures for music that is  
6 performed, composed, or recorded by a musician who is a resident of this state or  
7 published or distributed by an entity that has its commercial domicile in this state;  
8 air travel that is purchased from a travel agency or company that has its commercial  
9 domicile in this state; and insurance that is purchased from an insurance agency or  
10 company that has its commercial domicile in this state. "Production expenditures"  
11 does not include salary or wages or expenditures for the marketing and distribution  
12 of an accredited production.

13 (b) *Filing claims.* Subject to the limitations provided in this subsection, for  
14 taxable years beginning after December 31, 2025, a claimant may claim as a credit  
15 against the tax imposed under s. 71.02 any of the following amounts:

16 1. An amount equal to 30 percent of the salary or wages paid by the claimant  
17 to the claimant's employees in the taxable year for services rendered in this state to  
18 produce an accredited production and paid to employees who were residents of this  
19 state at the time that they were paid.

20 2. An amount equal to 30 percent of the production expenditures paid by the  
21 claimant in the taxable year to produce an accredited production.

22 3. An amount equal to the taxes imposed under ss. 77.52 and 77.53 that the  
23 claimant paid in the taxable year on the purchase of tangible personal property and

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1 taxable services that are used directly in producing an accredited production in this  
2 state, including all stages from the final script stage to the distribution of the  
3 finished production.

4 (c) *Limitations.* 1. No amount of the salary or wages paid under par. (b) 1.  
5 may be the basis for a credit under this subsection unless the salary or wages are  
6 paid for services rendered after December 31, 2025, and directly incurred to  
7 produce the accredited production.

8 2. The total amount of the credits that may be claimed by a claimant under  
9 par. (b) 1. shall not exceed an amount equal to the first \$250,000 of salary or wages  
10 paid to each of the claimant's employees, as described in par. (b) 1., in the taxable  
11 year, not including the salary or wages paid to the claimant's 2 highest-paid  
12 employees, as described in par. (b) 1., in the taxable year, if the claimant's budgeted  
13 production expenditures are \$1,000,000 or more.

14 3. No credit may be allowed under this subsection unless the claimant files an  
15 application with the state film office, at the time and in the manner prescribed by  
16 the office, and the office approves the application. The claimant shall submit a copy  
17 of the approved application with the claimant's return.

18 4. Partnerships, limited liability companies, and tax-option corporations may  
19 not claim the credit under this subsection, but the eligibility for, and the amount of,  
20 the credit are based on their payment of amounts under par. (b). A partnership,  
21 limited liability company, or tax-option corporation shall compute the amount of  
22 credit that each of its partners, members, or shareholders may claim and shall  
23 provide that information to each of them. Partners, members of limited liability



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1 companies, and shareholders of tax-option corporations may claim the credit in  
2 proportion to their ownership interest.

3 (d) *Administration.* 1. Section 71.28 (4) (e), (g), and (h), as it applies to the  
4 credit under s. 71.28 (4), applies to the credits under this subsection. Section 71.28  
5 (4) (f), as it applies to the credit under s. 71.28 (4), applies to the credits under par.  
6 (b) 1. and 3.

7 2. If the allowable amount of the claim under par. (b) 2. exceeds the tax  
8 otherwise due under s. 71.02 or no tax is due under s. 71.02, the amount of the  
9 claim not used to offset the tax due shall be certified by the department of revenue  
10 to the department of administration for payment by check, share draft, or other  
11 draft drawn from the appropriation account under s. 20.835 (2) (bm).

12 3. Any person, including a nonprofit entity described in section 501 (c) (3) of  
13 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
14 subsection, in whole or in part, to another person who is subject to the taxes  
15 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
16 transfer, and submits with the notification a copy of the transfer documents, and  
17 the department certifies ownership of the credit. The transferee may first use the  
18 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
19 and may use the credit only to offset tax in taxable years in which the credit is  
20 otherwise allowed to be claimed and carried forward by the original claimant.

21 **SECTION 7.** 71.07 (5h) of the statutes is created to read:

22 71.07 (**5h**) FILM PRODUCTION COMPANY INVESTMENT CREDIT. (a) *Definitions.*

23 In this subsection:

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1           1. “Claimant” means a person who files a claim under this subsection and  
2           who does business in this state as a film production company.

3           2. “Film production company” means an entity that creates films, videos,  
4           broadcast advertisement, or television productions, not including the productions  
5           described under sub. (5f) (a) 1. a. to g.

6           3. “Physical work” does not include preliminary activities such as planning,  
7           designing, securing financing, researching, developing specifications, or stabilizing  
8           property to prevent deterioration.

9           4. “Previously owned property” means real property that the claimant or a  
10          related person owned during the 2 years prior to doing business in this state as a  
11          film production company and for which the claimant may not deduct a loss from the  
12          sale of the property to, or an exchange of the property with, the related person  
13          under section 267 of the Internal Revenue Code.

14          5. “Used exclusively” means used to the exclusion of all other uses except for  
15          other use not exceeding 5 percent of total use.

16          (b) *Filing claims.* Subject to the limitations provided in this subsection, for  
17          taxable years beginning after December 31, 2025, a claimant may claim as a credit  
18          against the tax imposed under s. 71.02, up to the amount of the taxes, for the first 3  
19          taxable years that the claimant is doing business in this state as a film production  
20          company, an amount that is equal to 30 percent of the following that the claimant  
21          paid in the taxable year to establish a film production company in this state:

22               1. The purchase price of depreciable, tangible personal property.

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1           2. The amount expended to acquire, construct, rehabilitate, remodel, or repair  
2     real property.

3           (c) *Limitations.* 1. A claimant may claim the credit under par. (b) 1., if the  
4     tangible personal property is purchased after December 31, 2025, and the personal  
5     property is used exclusively in the claimant's business as a film production  
6     company.

7           2. A claimant may claim the credit under par. (b) 2. for an amount expended to  
8     construct, rehabilitate, remodel, or repair real property, if the claimant began the  
9     physical work of construction, rehabilitation, remodeling, or repair, or any  
10    demolition or destruction in preparation for the physical work, after December 31,  
11    2025, or if the completed project is placed in service after December 31, 2025.

12          3. A claimant may claim the credit under par. (b) 2. for an amount expended to  
13    acquire real property, if the property is not previously owned property and if the  
14    claimant acquires the property after December 31, 2025, or if the completed project  
15    is placed in service after December 31, 2025.

16          4. No claim may be allowed under this subsection unless the state film office  
17    certifies, in writing, that the credits claimed under this subsection are for expenses  
18    related to establishing a film production company in this state and the claimant  
19    submits a copy of the certification with the claimant's return.

20          5. Partnerships, limited liability companies, and tax-option corporations may  
21    not claim the credit under this subsection, but the eligibility for, and the amount of,  
22    the credit are based on their payment of amounts under par. (b). A partnership,  
23    limited liability company, or tax-option corporation shall compute the amount of

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1 credit that each of its partners, members, or shareholders may claim and shall  
2 provide that information to each of them. Partners, members of limited liability  
3 companies, and shareholders of tax-option corporations may claim the credit in  
4 proportion to their ownership interests.

5 (d) *Administration.* 1. Section 71.28 (4) (e) to (h), as it applies to the credit  
6 under s. 71.28 (4), applies to the credits under this subsection.

7 2. Any person, including a nonprofit entity described in section 501 (c) (3) of  
8 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
9 subsection, in whole or in part, to another person who is subject to the taxes  
10 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
11 transfer, and submits with the notification a copy of the transfer documents, and  
12 the department certifies ownership of the credit. The transferee may first use the  
13 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
14 and may use the credit only to offset tax in taxable years in which the credit is  
15 otherwise allowed to be claimed and carried forward by the original claimant.

16 **SECTION 8.** 71.10 (4) (fs) of the statutes is created to read:

17 71.10 (4) (fs) Film production company investment credit under s. 71.07 (5h).

18 **SECTION 9.** 71.10 (4) (ft) of the statutes is created to read:

19 71.10 (4) (ft) Film production services credit under s. 71.07 (5f) (b) 1. and 3.

20 **SECTION 10.** 71.10 (4) (i) of the statutes is amended to read:

21 71.10 (4) (i) The total of claim of right credit under s. 71.07 (1), farmland  
22 preservation credit under ss. 71.57 to 71.61, farmland preservation credit, 2010 and  
23 beyond under s. 71.613, homestead credit under subch. VIII, jobs tax credit under s.

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71.07 (3q), business development credit under s. 71.07 (3y), research credit under s. 71.07 (4k) (e) 2. a., film production services credit under s. 71.07 (5f) (b) 2., veterans and surviving spouses property tax credit under s. 71.07 (6e), enterprise zone jobs credit under s. 71.07 (3w), electronics and information technology manufacturing zone credit under s. 71.07 (3wm), earned income tax credit under s. 71.07 (9e), estimated tax payments under s. 71.09, and taxes withheld under subch. X.

**SECTION 11.** 71.21 (4) (a) of the statutes is amended to read:

71.21 (4) (a) The amount of the credits computed by a partnership under s. 71.07 (2dm), (2dx), (2dy), (3g), (3h), (3n), (3q), (3s), (3t), (3w), (3wm), (3y), (4k), (4n), (5f), (5g), (5h), (5i), (5j), (5k), (5r), (5rm), (6n), and (10) and passed through to partners shall be added to the partnership's income.

**SECTION 12.** 71.26 (2) (a) 4. of the statutes is amended to read:

71.26 (2) (a) 4. Plus the amount of the credit computed under s. 71.28 (1dm), (1dx), (1dy), (3g), (3h), (3n), (3q), (3t), (3w), (3wm), (3y), (5f), (5g), (5h), (5i), (5j), (5k), (5r), (5rm), (6n), and (10) and not passed through by a partnership, limited liability company, or tax-option corporation that has added that amount to the partnership's, limited liability company's, or tax-option corporation's income under s. 71.21 (4) or 71.34 (1k) (g).

**SECTION 13.** 71.28 (5f) of the statutes is created to read:

71.28 (5f) FILM PRODUCTION SERVICES CREDIT. (a) *Definitions.* In this subsection:

1. "Accredited production" means a film, video, broadcast advertisement, or television production, as approved by the state film office, for which the aggregate salary and wages included in the cost of the production for the period ending 12

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1 months after the month in which the principal filming or taping of the production  
2 begins exceeds \$100,000 for a production that is 30 minutes or longer or \$50,000 for  
3 a production that is less than 30 minutes. “Accredited production” includes a  
4 scripted, unscripted, reality, or competition production, but does not include any of  
5 the following, regardless of the production costs:

6 a. News, current events, or public programming or a program that includes  
7 weather or market reports.

8 b. A talk show.

9 c. A sports event or sports activity.

10 d. A gala presentation or awards show.

11 e. A finished production that solicits funds.

12 f. A production for which the production company is required under 18 USC  
13 2257 to maintain records with respect to a performer portrayed in a single media or  
14 multimedia program.

15 g. A production produced primarily for industrial, corporate, or institutional  
16 purposes.

17 2. “Claimant” means a film production company, as defined in sub. (5h) (a) 2.,  
18 that operates an accredited production in this state, if the company owns the  
19 copyright in the accredited production or has contracted directly with the copyright  
20 owner or a person acting on the owner’s behalf and if the company has a viable plan,  
21 as determined by the state film office, for the commercial distribution of the  
22 finished production.

23 3. “Commercial domicile” means the location from which a trade or business

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1 is principally managed and directed, based on any factors the state film office  
2 determines are appropriate, including the location where the greatest number of  
3 employees of the trade or business work, the trade or business has its office or base  
4 of operations, or from which the employees are directed or controlled.

5 4. "Production expenditures" means any expenditures that are incurred in  
6 this state and directly used to produce an accredited production, including  
7 expenditures for writing, budgeting, casting, location scouts, set construction and  
8 operation, wardrobes, makeup, clothing accessories, photography, sound recording,  
9 sound synchronization, sound mixing, lighting, editing, film processing, film  
10 transferring, special effects, visual effects, renting or leasing facilities or  
11 equipment, renting or leasing motor vehicles, food, lodging, and any other similar  
12 pre-production, production, and post-production expenditure as determined by the  
13 state film office. "Production expenditures" includes expenditures for music that is  
14 performed, composed, or recorded by a musician who is a resident of this state or  
15 published or distributed by an entity that has its commercial domicile in this state;  
16 air travel that is purchased from a travel agency or company that has its commercial  
17 domicile in this state; and insurance that is purchased from an insurance agency or  
18 company that has its commercial domicile in this state. "Production expenditures"  
19 does not include salary or wages or expenditures for the marketing and distribution  
20 of an accredited production.

21 (b) *Filing claims.* Subject to the limitations provided in this subsection, for  
22 taxable years beginning after December 31, 2025, a claimant may claim as a credit  
23 against the tax imposed under s. 71.23 any of the following amounts:

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1           1. An amount equal to 30 percent of the salary or wages paid by the claimant  
2           to the claimant's employees in the taxable year for services rendered in this state to  
3           produce an accredited production and paid to employees who were residents of this  
4           state at the time that they were paid.

5           2. An amount equal to 30 percent of the production expenditures paid by the  
6           claimant in the taxable year to produce an accredited production.

7           3. An amount equal to the taxes imposed under ss. 77.52 and 77.53 that the  
8           claimant paid in the taxable year on the purchase of tangible personal property and  
9           taxable services that are used directly in producing an accredited production in this  
10          state, including all stages from the final script stage to the distribution of the  
11          finished production.

12          (c) *Limitations.* 1. No amount of the salary or wages paid under par. (b) 1.  
13          may be the basis for a credit under this subsection unless the salary or wages are  
14          paid for services rendered after December 31, 2025, and directly incurred to  
15          produce the accredited production.

16          2. The total amount of the credits that may be claimed by a claimant under  
17          par. (b) 1. shall not exceed an amount equal to the first \$250,000 of salary or wages  
18          paid to each of the claimant's employees, as described in par. (b) 1., in the taxable  
19          year, not including the salary or wages paid to the claimant's 2 highest-paid  
20          employees, as described in par. (b) 1., in the taxable year, if the claimant's budgeted  
21          production expenditures are \$1,000,000 or more.

22          3. No credit may be allowed under this subsection unless the claimant files an  
23          application with the state film office, at the time and in the manner prescribed by



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1 the office, and the office approves the application. The claimant shall submit a copy  
2 of the approved application with the claimant's return.

3 4. Partnerships, limited liability companies, and tax-option corporations may  
4 not claim the credit under this subsection, but the eligibility for, and the amount of,  
5 the credit are based on their payment of amounts under par. (b). A partnership,  
6 limited liability company, or tax-option corporation shall compute the amount of  
7 credit that each of its partners, members, or shareholders may claim and shall  
8 provide that information to each of them. Partners, members of limited liability  
9 companies, and shareholders of tax-option corporations may claim the credit in  
10 proportion to their ownership interest.

11 (d) *Administration.* 1. Subsection (4) (e), (g), and (h), as it applies to the credit  
12 under sub. (4), applies to the credits under this subsection. Subsection (4) (f), as it  
13 applies to the credit under sub. (4), applies to the credits under par. (b) 1. and 3.

14 2. If the allowable amount of the claim under par. (b) 2. exceeds the tax  
15 otherwise due under s. 71.23 or no tax is due under s. 71.23, the amount of the  
16 claim not used to offset the tax due shall be certified by the department of revenue  
17 to the department of administration for payment by check, share draft, or other  
18 draft drawn from the appropriation account under s. 20.835 (2) (bm).

19 3. Any person, including a nonprofit entity described in section 501 (c) (3) of  
20 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
21 subsection, in whole or in part, to another person who is subject to the taxes  
22 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
23 transfer, and submits with the notification a copy of the transfer documents, and

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1 the department certifies ownership of the credit. The transferee may first use the  
2 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
3 and may use the credit only to offset tax in taxable years in which the credit is  
4 otherwise allowed to be claimed and carried forward by the original claimant.

5 **SECTION 14.** 71.28 (5h) of the statutes is created to read:

6 **71.28 (5h) FILM PRODUCTION COMPANY INVESTMENT CREDIT.** (a) *Definitions.*

7 In this subsection:

8 1. “Claimant” means a person who files a claim under this subsection and  
9 who does business in this state as a film production company.

10 2. “Film production company” means an entity that creates films, videos,  
11 broadcast advertisement, or television productions, not including the productions  
12 described under sub. (5f) (a) 1. a. to g.

13 3. “Physical work” does not include preliminary activities such as planning,  
14 designing, securing financing, researching, developing specifications, or stabilizing  
15 property to prevent deterioration.

16 4. “Previously owned property” means real property that the claimant or a  
17 related person owned during the 2 years prior to doing business in this state as a  
18 film production company and for which the claimant may not deduct a loss from the  
19 sale of the property to, or an exchange of the property with, the related person  
20 under section 267 of the Internal Revenue Code.

21 5. “Used exclusively” means used to the exclusion of all other uses except for  
22 other use not exceeding 5 percent of total use.

23 (b) *Filing claims.* Subject to the limitations provided in this subsection, for

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1 taxable years beginning after December 31, 2025, a claimant may claim as a credit  
2 against the tax imposed under s. 71.23, up to the amount of the taxes, for the first 3  
3 taxable years that the claimant is doing business in this state as a film production  
4 company, an amount that is equal to 30 percent of the following that the claimant  
5 paid in the taxable year to establish a film production company in this state:

6 1. The purchase price of depreciable, tangible personal property.

7 2. The amount expended to acquire, construct, rehabilitate, remodel, or repair  
8 real property.

9 (c) *Limitations.* 1. A claimant may claim the credit under par. (b) 1., if the  
10 tangible personal property is purchased after December 31, 2025, and the personal  
11 property is used exclusively in the claimant's business as a film production  
12 company.

13 2. A claimant may claim the credit under par. (b) 2. for an amount expended to  
14 construct, rehabilitate, remodel, or repair real property, if the claimant began the  
15 physical work of construction, rehabilitation, remodeling, or repair, or any  
16 demolition or destruction in preparation for the physical work, after December 31,  
17 2025, or if the completed project is placed in service after December 31, 2025.

18 3. A claimant may claim the credit under par. (b) 2. for an amount expended to  
19 acquire real property, if the property is not previously owned property and if the  
20 claimant acquires the property after December 31, 2025, or if the completed project  
21 is placed in service after December 31, 2025.

22 4. No claim may be allowed under this subsection unless the state film office  
23 certifies, in writing, that the credits claimed under this subsection are for expenses

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1 related to establishing a film production company in this state and the claimant  
2 submits a copy of the certification with the claimant's return.

3 5. Partnerships, limited liability companies, and tax-option corporations may  
4 not claim the credit under this subsection, but the eligibility for, and the amount of,  
5 the credit are based on their payment of amounts under par. (b). A partnership,  
6 limited liability company, or tax-option corporation shall compute the amount of  
7 credit that each of its partners, members, or shareholders may claim and shall  
8 provide that information to each of them. Partners, members of limited liability  
9 companies, and shareholders of tax-option corporations may claim the credit in  
10 proportion to their ownership interests.

11 (d) *Administration.* 1. Subsection (4) (e) to (h), as it applies to the credit  
12 under sub. (4), applies to the credits under this subsection.

13 2. Any person, including a nonprofit entity described in section 501 (c) (3) of  
14 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
15 subsection, in whole or in part, to another person who is subject to the taxes  
16 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
17 transfer, and submits with the notification a copy of the transfer documents, and  
18 the department certifies ownership of the credit. The transferee may first use the  
19 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
20 and may use the credit only to offset tax in taxable years in which the credit is  
21 otherwise allowed to be claimed and carried forward by the original claimant.

22 **SECTION 15.** 71.30 (3) (epr) of the statutes is created to read:

**ASSEMBLY BILL 231****SECTION 15**

1           71.30 (3) (epr) Film production company investment credit under s. 71.28  
2           (5h).

3           **SECTION 16.** 71.30 (3) (eps) of the statutes is created to read:

4           71.30 (3) (eps) Film production services credit under s. 71.28 (5f) (b) 1. and 3.

5           **SECTION 17.** 71.30 (3) (f) of the statutes is amended to read:

6           71.30 (3) (f) The total of farmland preservation credit under subch. IX, jobs  
7           credit under s. 71.28 (3q), enterprise zone jobs credit under s. 71.28 (3w), electronics  
8           and information technology manufacturing zone credit under s. 71.28 (3wm),  
9           business development credit under s. 71.28 (3y), research credit under s. 71.28 (4)  
10          (k) 1., film production services credit under s. 71.28 (5f) (b) 2., and estimated tax  
11          payments under s. 71.29.

12          **SECTION 18.** 71.34 (1k) (g) of the statutes is amended to read:

13          71.34 (1k) (g) An addition shall be made for credits computed by a tax-option  
14          corporation under s. 71.28 (1dm), (1dx), (1dy), (3), (3g), (3h), (3n), (3q), (3t), (3w),  
15          (3wm), (3y), (4), (5), (5f), (5g), (5h), (5i), (5j), (5k), (5r), (5rm), (6n), and (10) and  
16          passed through to shareholders.

17          **SECTION 19.** 71.45 (2) (a) 10. of the statutes is amended to read:

18          71.45 (2) (a) 10. By adding to federal taxable income the amount of credit  
19          computed under s. 71.47 (1dm) to (1dy), (3g), (3h), (3n), (3q), (3w), (3y), (5f), (5g),  
20          (5h), (5i), (5j), (5k), (5r), (5rm), (6n), and (10) and not passed through by a  
21          partnership, limited liability company, or tax-option corporation that has added  
22          that amount to the partnership's, limited liability company's, or tax-option  
23          corporation's income under s. 71.21 (4) or 71.34 (1k) (g) and the amount of credit  
24          computed under s. 71.47 (3), (3t), (4), (4m), and (5).

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**SECTION 20.** 71.47 (5f) of the statutes is created to read:

**71.47 (5f) FILM PRODUCTION SERVICES CREDIT.** (a) *Definitions.* In this subsection:

1. “Accredited production” means a film, video, broadcast advertisement, or television production, as approved by the state film office, for which the aggregate salary and wages included in the cost of the production for the period ending 12 months after the month in which the principal filming or taping of the production begins exceeds \$100,000 for a production that is 30 minutes or longer or \$50,000 for a production that is less than 30 minutes. “Accredited production” includes a scripted, unscripted, reality, or competition production, but does not include any of the following, regardless of the production costs:

a. News, current events, or public programming or a program that includes weather or market reports.

b. A talk show.

c. A sports event or sports activity.

d. A gala presentation or awards show.

e. A finished production that solicits funds.

f. A production for which the production company is required under 18 USC 2257 to maintain records with respect to a performer portrayed in a single media or multimedia program.

g. A production produced primarily for industrial, corporate, or institutional purposes.

2. “Claimant” means a film production company, as defined in sub. (5h) (a) 2.,

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1 that operates an accredited production in this state, if the company owns the  
2 copyright in the accredited production or has contracted directly with the copyright  
3 owner or a person acting on the owner's behalf and if the company has a viable plan,  
4 as determined by the state film office, for the commercial distribution of the  
5 finished production.

6 3. "Commercial domicile" means the location from which a trade or business  
7 is principally managed and directed, based on any factors the state film office  
8 determines are appropriate, including the location where the greatest number of  
9 employees of the trade or business work, the trade or business has its office or base  
10 of operations, or from which the employees are directed or controlled.

11 4. "Production expenditures" means any expenditures that are incurred in  
12 this state and directly used to produce an accredited production, including  
13 expenditures for writing, budgeting, casting, location scouts, set construction and  
14 operation, wardrobes, makeup, clothing accessories, photography, sound recording,  
15 sound synchronization, sound mixing, lighting, editing, film processing, film  
16 transferring, special effects, visual effects, renting or leasing facilities or  
17 equipment, renting or leasing motor vehicles, food, lodging, and any other similar  
18 pre-production, production, and post-production expenditure as determined by the  
19 state film office. "Production expenditures" includes expenditures for music that is  
20 performed, composed, or recorded by a musician who is a resident of this state or  
21 published or distributed by an entity that has its commercial domicile in this state;  
22 air travel that is purchased from a travel agency or company that has its commercial  
23 domicile in this state; and insurance that is purchased from an insurance agency or

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1 company that has its commercial domicile in this state. “Production expenditures”  
2 does not include salary or wages or expenditures for the marketing and distribution  
3 of an accredited production.

4 (b) *Filing claims.* Subject to the limitations provided in this subsection, for  
5 taxable years beginning after December 31, 2025, a claimant may claim as a credit  
6 against the tax imposed under s. 71.43 any of the following amounts:

7 1. An amount equal to 30 percent of the salary or wages paid by the claimant  
8 to the claimant’s employees in the taxable year for services rendered in this state to  
9 produce an accredited production and paid to employees who were residents of this  
10 state at the time that they were paid.

11 2. An amount equal to 30 percent of the production expenditures paid by the  
12 claimant in the taxable year to produce an accredited production.

13 3. An amount equal to the taxes imposed under ss. 77.52 and 77.53 that the  
14 claimant paid in the taxable year on the purchase of tangible personal property and  
15 taxable services that are used directly in producing an accredited production in this  
16 state, including all stages from the final script stage to the distribution of the  
17 finished production.

18 (c) *Limitations.* 1. No amount of the salary or wages paid under par. (b) 1.  
19 may be the basis for a credit under this subsection unless the salary or wages are  
20 paid for services rendered after December 31, 2025, and directly incurred to  
21 produce the accredited production.

22 2. The total amount of the credits that may be claimed by a claimant under  
23 par. (b) 1. shall not exceed an amount equal to the first \$250,000 of salary or wages



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1 paid to each of the claimant's employees, as described in par. (b) 1., in the taxable  
2 year, not including the salary or wages paid to the claimant's 2 highest-paid  
3 employees, as described in par. (b) 1., in the taxable year, if the claimant's budgeted  
4 production expenditures are \$1,000,000 or more.

5 3. No credit may be allowed under this subsection unless the claimant files an  
6 application with the state film office, at the time and in the manner prescribed by  
7 the office, and the office approves the application. The claimant shall submit a copy  
8 of the approved application with the claimant's return.

9 4. Partnerships, limited liability companies, and tax-option corporations may  
10 not claim the credit under this subsection, but the eligibility for, and the amount of,  
11 the credit are based on their payment of amounts under par. (b). A partnership,  
12 limited liability company, or tax-option corporation shall compute the amount of  
13 credit that each of its partners, members, or shareholders may claim and shall  
14 provide that information to each of them. Partners, members of limited liability  
15 companies, and shareholders of tax-option corporations may claim the credit in  
16 proportion to their ownership interest.

17 (d) *Administration.* 1. Section 71.28 (4) (e), (g), and (h), as it applies to the  
18 credit under s. 71.28 (4), applies to the credits under this subsection. Section 71.28  
19 (4) (f), as it applies to the credit under s. 71.28 (4), applies to the credits under par.  
20 (b) 1. and 3.

21 2. If the allowable amount of the claim under par. (b) 2. exceeds the tax  
22 otherwise due under s. 71.43 or no tax is due under s. 71.43, the amount of the  
23 claim not used to offset the tax due shall be certified by the department of revenue

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1 to the department of administration for payment by check, share draft, or other  
2 draft drawn from the appropriation account under s. 20.835 (2) (bm).

3 3. Any person, including a nonprofit entity described in section 501 (c) (3) of  
4 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
5 subsection, in whole or in part, to another person who is subject to the taxes  
6 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
7 transfer, and submits with the notification a copy of the transfer documents, and  
8 the department certifies ownership of the credit. The transferee may first use the  
9 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
10 and may use the credit only to offset tax in taxable years in which the credit is  
11 otherwise allowed to be claimed and carried forward by the original claimant.

12 **SECTION 21.** 71.47 (5h) of the statutes is created to read:

13 71.47 **(5h)** FILM PRODUCTION COMPANY INVESTMENT CREDIT. (a) *Definitions.*

14 In this subsection:

15 1. “Claimant” means a person who files a claim under this subsection and  
16 who does business in this state as a film production company.

17 2. “Film production company” means an entity that creates films, videos,  
18 broadcast advertisement, or television productions, not including the productions  
19 described under sub. (5f) (a) 1. a. to g.

20 3. “Physical work” does not include preliminary activities such as planning,  
21 designing, securing financing, researching, developing specifications, or stabilizing  
22 property to prevent deterioration.

23 4. “Previously owned property” means real property that the claimant or a

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1 related person owned during the 2 years prior to doing business in this state as a  
2 film production company and for which the claimant may not deduct a loss from the  
3 sale of the property to, or an exchange of the property with, the related person  
4 under section 267 of the Internal Revenue Code.

5 5. "Used exclusively" means used to the exclusion of all other uses except for  
6 other use not exceeding 5 percent of total use.

7 (b) *Filing claims.* Subject to the limitations provided in this subsection, for  
8 taxable years beginning after December 31, 2025, a claimant may claim as a credit  
9 against the tax imposed under s. 71.43, up to the amount of the taxes, for the first 3  
10 taxable years that the claimant is doing business in this state as a film production  
11 company, an amount that is equal to 30 percent of the following that the claimant  
12 paid in the taxable year to establish a film production company in this state:

- 13 1. The purchase price of depreciable, tangible personal property.  
14 2. The amount expended to acquire, construct, rehabilitate, remodel, or repair  
15 real property.

16 (c) *Limitations.* 1. A claimant may claim the credit under par. (b) 1., if the  
17 tangible personal property is purchased after December 31, 2025, and the personal  
18 property is used exclusively in the claimant's business as a film production  
19 company.

20 2. A claimant may claim the credit under par. (b) 2. for an amount expended to  
21 construct, rehabilitate, remodel, or repair real property, if the claimant began the  
22 physical work of construction, rehabilitation, remodeling, or repair, or any

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1 demolition or destruction in preparation for the physical work, after December 31,  
2 2025, or if the completed project is placed in service after December 31, 2025.

3 3. A claimant may claim the credit under par. (b) 2. for an amount expended to  
4 acquire real property, if the property is not previously owned property and if the  
5 claimant acquires the property after December 31, 2025, or if the completed project  
6 is placed in service after December 31, 2025.

7 4. No claim may be allowed under this subsection unless the state film office  
8 certifies, in writing, that the credits claimed under this subsection are for expenses  
9 related to establishing a film production company in this state and the claimant  
10 submits a copy of the certification with the claimant's return.

11 5. Partnerships, limited liability companies, and tax-option corporations may  
12 not claim the credit under this subsection, but the eligibility for, and the amount of,  
13 the credit are based on their payment of amounts under par. (b). A partnership,  
14 limited liability company, or tax-option corporation shall compute the amount of  
15 credit that each of its partners, members, or shareholders may claim and shall  
16 provide that information to each of them. Partners, members of limited liability  
17 companies, and shareholders of tax-option corporations may claim the credit in  
18 proportion to their ownership interests.

19 (d) *Administration.* 1. Section 71.28 (4) (e) to (h), as it applies to the credit  
20 under s. 71.28 (4), applies to the credits under this subsection.

21 2. Any person, including a nonprofit entity described in section 501 (c) (3) of  
22 the Internal Revenue Code, may sell or otherwise transfer a credit under this  
23 subsection, in whole or in part, to another person who is subject to the taxes

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1 imposed under s. 71.02, 71.23, or 71.43, if the person notifies the department of the  
2 transfer, and submits with the notification a copy of the transfer documents, and  
3 the department certifies ownership of the credit. The transferee may first use the  
4 credit to offset tax of the transferor in the taxable year in which the transfer occurs  
5 and may use the credit only to offset tax in taxable years in which the credit is  
6 otherwise allowed to be claimed and carried forward by the original claimant.

7 **SECTION 22.** 71.49 (1) (epr) of the statutes is created to read:

8 71.49 (1) (epr) Film production company investment credit under s. 71.47  
9 (5h).

10 **SECTION 23.** 71.49 (1) (eps) of the statutes is created to read:

11 71.49 (1) (eps) Film production services credit under s. 71.47 (5f) (b) 1. and 3.

12 **SECTION 24.** 71.49 (1) (f) of the statutes is amended to read:

13 71.49 (1) (f) The total of farmland preservation credit under subch. IX, jobs  
14 credit under s. 71.47 (3q), enterprise zone jobs credit under s. 71.47 (3w), business  
15 development credit under s. 71.47 (3y), research credit under s. 71.47 (4) (k) 1., film  
16 production services credit under s. 71.47 (5f) (b) 2., and estimated tax payments  
17 under s. 71.48.

18 **SECTION 25. Fiscal changes.**

19 (1) STATE FILM OFFICE. In the schedule under s. 20.005 (3) for the  
20 appropriation to the department of tourism under s. 20.380 (1) (a), the dollar  
21 amount for fiscal year 2025-26 is increased by \$199,300 to increase the authorized  
22 FTE positions for the state film office by 3.0 GPR positions for administration of the  
23 film production services credit and the film production company investment credit.  
24 In the schedule under s. 20.005 (3) for the appropriation to the department of

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1 tourism under s. 20.380 (1) (a), the dollar amount for fiscal year 2026-27 is  
2 increased by \$254,000 to provide funding for the position authorized under this  
3 subsection.

4 **SECTION 26. Effective date.**

5 (1) This act takes effect on the day after publication, or on the 2nd day after  
6 publication of the 2025 biennial budget act, whichever is later.

7 (END)