



December 8, 2016

To: Indiana General Assembly  
200 W. Washington Street  
Indianapolis, IN 46204

RE: State of Indiana Film and Media Production Tax Incentive, 2017

Greetings,

My name is John Armstrong and I am co-founder and COO of Pigasus Pictures, LLC. I am writing this letter in support of the creation of media production tax credits in the 2017 session of the General Assembly. In early 2016, our film company produced Indiana's biggest feature film in 20 years, *THE GOOD CATHOLIC* which starred Danny Glover and John C. McGinley. The project was filmed entirely in Indiana, and a majority of the budget was spent on Indiana labor and resources. The Bloomington community and its business leaders, the local government, and Indiana University were all highly supportive of our efforts and have made every possible accommodation to ensure the success of our film.

My businesses partner, Zachary Spicer, and I are both native Hoosiers and studied at Indiana University. But since Indiana has no sustainable film industry, we had to leave our home state in order to pursue our careers, like most aspiring filmmakers and performing artists in the state of Indiana. However, we are truly committed to producing Indiana based projects and championing Indiana films and filmmakers. In short, we want to grow the film industry in Indiana so we can do *what we love in the place that we love*.

This goal of ours is one based on passion and not pragmatism. It would have been much more fiscally responsible of us to film *THE GOOD CATHOLIC* in Bloomington, Illinois rather than Bloomington, Indiana. The tax incentive offered there would have given our investors greater assurance of a return on investment. But we saw a desire for this work and an opportunity to serve our state, so we made the decision to bring our film back home.

**Pigasus Pictures, LLC**

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We have several more films planned for Indiana of increasing size and scope. However, as our production budgets increase, we will have to make some tough decisions. Making films profitable is a very daunting prospect. If we are producing a film in excess of \$1m, and we can film in another mid-western state with a favorable tax incentive, we would be doing our investors a disservice not to take advantage of that opportunity.

The Indiana media production tax credit will allow us to grow our business in Indiana and with sustainable employment, we will be able to fully relocate our production offices back in our home state. And as we continue to employ Indiana labor, the workforce will grow in skill and experience, which will make Indiana very attractive to other production companies looking to bring their projects to Indiana.

We truly hope that the Indiana General Assembly will allow passage of the Film and Media Production Tax Incentive and provide us with the opportunity to bring our business home.

With deep gratitude for your consideration,

A handwritten signature in black ink that reads "John R. Armstrong". The signature is fluid and cursive, with a large initial "J" and "A".

John Robert Armstrong

Co-Founder/ COO

Pegasus Pictures, LLC