

# Mayor C. Ray Nagin

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## PRESS RELEASE



FOR IMMEDIATE RELEASE  
August 27, 2002

## **Mayor Nagin, Local Film Production Company Lands \$100 Million Entertainment Contract**

Deal is a "Real Team Effort" at all Levels of Government, Business

NEW ORLEANS, LA - Mayor C. Ray Nagin will announce a \$100 million commitment from a nationally renowned production company in conjunction with a local group to produce high-end commercials, music videos, and at least one feature film in New Orleans. The agreement will be detailed during a press conference Tuesday, August 27, 2002 at 2:00 p.m. at the 360 Club in the World Trade Center - #2 Canal Street.

Under the agreement, HSI Productions, one of the largest independent producers of music videos and commercials, will collaborate with New Orleans-based Louisiana Institute of Film Technology (LIFT) to produce video and film projects over a five year period.

"We are extremely excited about this agreement," said Mayor Nagin. "This agreement will not only bring millions of dollars and jobs into the local economy, it will shine a positive spotlight on the fact that New Orleans is 'open for business'."

The Film Incentive legislation, which took effect July 1, 2002, was instrumental in bringing Hollywood to the Bayou. Introduced by State Representative Steve Scalise, the Film Incentive legislation provides tax incentives for the production of films and videos in Louisiana. Shortly after, California-based HSI Productions committed to spending a minimum of \$20 million per year on projects produced in Louisiana over five years.

LIFT and HSI have already been hard at work, producing a video for country artist LeAnn Rimes. The video pumped \$ 300,000 into the local economy, including a payroll of Louisiana residents of over \$ 100,000. The following week, the group produced a pair of commercials for Lincoln automobiles, spending more than \$420,000 in Louisiana, including a payroll of Louisiana residents of more than \$ 150,000.

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**Office of Communications**

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**City Hall, 1300 Perdido St.  
Office: 504-565-6580**

**New Orleans, LA 70112  
Fax: 504-565-6588**

[www.new-orleans.la.us](http://www.new-orleans.la.us)

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HSI officials were very impressed by the renaissance underway in New Orleans. “There really seems to be a new day dawning in New Orleans,” said HSI Chief Financial Officer Randy Winograd. “The new team at City Hall really has a long-term, strategic vision for building the local economy.”

According to Mayor Nagin, this agreement is the result of a true team effort: HSI and LIFT, Louisiana legislature passed the legislation initiated by Rep. Scalise, Lonnie Kaufman and Mark Smith of the Louisiana Department of Economic Development have brought vision and insight, Ernest Collins - Director of Arts and Entertainment - and Stephanie Dupuy - Director of the Office of Film and Video, both of the City's Office of Economic Development.

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