

Testimony on supporting HB432
By Jeffrey Dietrich, Business Rental Account Manager at Enterprise Holdings
To
The House of Ways and Means Committee
February 4th, 2022

Dear Chair Atterbeary and Members of the House of Ways and Means Committee,

My name is Jeff Dietrich and I work for Enterprise Holdings in Linthicum, Maryland, operating our National, Enterprise, and Alamo car rental brands in the State of Maryland. In my current role as Business Rental Account Manager, I oversee rental needs and contracts for Productions and Entertainment Companies in the Maryland, DC, and Northern Virginia areas. The purpose of this testimony is to support HB432 which seeks to increase the annual available amount of film credits to \$25 million in Fiscal Year 2023 and \$50 million in Fiscal Year 2024 and each Fiscal Year thereafter. This increase in available film tax credits is important to grow the industry and support local businesses.

We are one of many businesses that benefit from film production companies choosing to spend their money in Maryland because of the tax credit program. Whether it is picture cars, transportation for staff, box trucks for stage production, or any other transportation needs, a large production attracted to Maryland by the film tax credit would typically rent approximately 100 vehicles monthly from various car rental companies over the course of a year. 100 vehicles rented for a year is not only significant revenue for car rental companies, but other stakeholders benefit from this as well. These vehicles need to be acquired, registered, plated, fueled, maintained, and disposed of. It is estimated that 100 vehicles support staffing for approximately 4 full time jobs in the car rental industry. Auto repair shops benefit from performing preventative maintenance and repairs on these vehicles. It is estimated these shops would receive approximately \$80,000-\$100,000 in revenue per year.

This is just one example of a large production, and does not include the impact that smaller productions, commercials or one-off scenes being filmed here has on our business. The impact to our business and our stakeholders is much greater than the example I have used.

Enterprise supports HB432, which seeks to increase the available film tax credits. Enterprise is just a one of many businesses that benefit from film companies selecting Maryland as their home. The increase in tax credits allows for more films to be attracted to Maryland and in turn help many of the businesses that benefit from film productions spending money in Maryland.

Sincerely,

Jeffrey Dietrich