

# Gov. Evers: Celebrates launch of new state film office and tax credit program

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MADISON — Gov. Tony Evers, during his 2026 State of the State address last month, [announced](#) the highly anticipated launch of Wisconsin's new film office, [Film Wisconsin](#), and the state's new film tax credit program, ushering in a new tool to bring creative endeavors to Wisconsin's doorstep, bolster the state's travel and tourism economy, and strengthen the film industry in Wisconsin. The state's new film office and tax credit incentives program were created by the 2025-27 Biennial Budget signed into law by Gov. Evers last year to help attract film and television productions to Wisconsin. This week, Gov. Evers will be traveling across the state to celebrate the new film office and film tax credit program.

The governor's travel comes as, earlier today, Gov. Evers also [announced](#) another record-breaking year for Wisconsin's outdoor recreation industry in 2024. According to the latest data from the [Outdoor Recreation Satellite Account](#) from the U.S. Bureau of Economic Analysis (BEA), outdoor recreation contributed more than \$12 billion to Wisconsin's gross domestic product (GDP) in 2024, a 3.8 percent increase over the previous record-breaking year in 2023. Overall, Wisconsin tourism [celebrated](#) a record-high \$25.8 billion in total economic impact in 2024 and welcomed a record-breaking 114.4 million visitors, demonstrating the significant impact of this booming industry to Wisconsin's economy.

"Over the last several years, we've made supporting Wisconsin's travel and tourism industry a top priority of my administration, creating our Office of Outdoor Recreation, supporting building projects at destinations across the state, bringing national events to our communities, and so much more, and it's paid off big," said

Gov. Evers. “Now, our new film office and tax credit program will build on this important work and will bolster creative industries in Wisconsin and create economic opportunities for our local workers and businesses, all while showcasing the natural beauty, one-of-a-kind communities, and all that makes Wisconsin an unforgettable place to live, work, and visit.”

A part of the Wisconsin Department of Tourism, Film Wisconsin administers \$5 million in film tax credits annually to assist the production of feature and short films, scripted and unscripted television shows, documentaries, broadcast advertisements, and production infrastructure in Wisconsin. Prior to the governor’s creation of the new film office, Wisconsin was just one of a handful of states without a dedicated film office.

With the creation of Film Wisconsin and the new tax credit, new productions will result in a two-fold benefit to the state by providing immediate returns like employing local workers, booking local lodging, and the purchasing of local goods and services to bolster local and statewide economies, while also through showcasing the state of Wisconsin and all it has to offer on a national and global stage to attract visitors for years to come.

“Wisconsin is welcoming by nature, and we can’t wait to welcome more productions—and their fans—to discover the unexpected in Wisconsin,” said Wisconsin Department of Tourism Secretary Anne Sayers. “Film and television play an influential role in travel decisions and vacation planning. Visitors are inspired by what they see on screen. Projects filmed and set in Wisconsin will pay off for years through increased awareness, improved perceptions and a motivation to travel to Wisconsin.”

Learn more about Film Wisconsin and the Wisconsin Film Production Tax Credit at [FilmWisconsin.com](https://www.filmwisconsin.com).

Additionally, the governor’s State of the State address is available to watch on his [YouTube channel](#) and [Facebook page](#).

## **ADDITIONAL BACKGROUND ON EVERS ADMINISTRATION’S EFFORTS TO BOLSTER WISCONSIN’S TOURISM AND FILM INDUSTRY**

Since 2019, and especially in the wake of the pandemic, Gov. Evers and his administration have made investing in Wisconsin’s tourism industry a top priority.

Thanks in part to the governor's efforts, in 2024, Wisconsin's tourism industry saw its [third consecutive record-breaking year](#) of economic impact under the Evers Administration. According to 2024 economic impact data, the tourism industry generated a record-high \$25.8 billion in total economic impact, or about \$70 million per day, surpassing the previous record of \$25 billion set in 2023, which itself was a record year.

Additionally, 2024 was a hat-trick year, as Wisconsin also welcomed a record-breaking 114.4 million visitors —a 1.4 million increase from the previous year and eclipsing the former record of 113.2 million visitors in 2019, and the state's tourism industry generated a record amount of state and local revenue, generating a record \$1.7 billion that goes back to local communities and essential state services.

The 2023-25 Biennial Budget [signed](#) by Gov. Evers included a historic \$34 million investment over the biennium for the Department of Tourism to promote Wisconsin as a premier destination for leisure, business, and group travel, amounting to the largest increase in tourism marketing and advertising funds in state history. These funds ensured the department could run strategic campaigns and remain competitive with neighboring states. Building on efforts of the 2023-25 Biennial Budget investment, the most recent 2025-27 Biennial Budget signed by Gov. Evers provided additional investments to bolster tourism in Wisconsin, including:

- Making the Office of Outdoor Recreation, created by Gov. Evers in the 2019-21 state budget, permanent;
- Investing over \$30 million over the biennium for tourism marketing, which will help the agency attract events and increase advertising in key tourism markets;
- Creating a State Film Office and providing one new position as well as authority to administer up to \$5 million annually for film production tax credits to attract film opportunities to the state;
- Providing \$5 million for a Taliesin Preservation Grant to support projects that sustain Taliesin's unique mix of nature and Frank Lloyd Wright's architecture in Spring Green, Wisconsin, such as an education center, upgraded visitor amenities, and structural improvements;
- Providing three positions and associated funding to support the planning, preparation, and operation of the new, state-of-the-art Wisconsin History Center, scheduled to open in 2027; and
- Providing \$340,000 GPR in fiscal year 2025-26 and \$222,000 GPR in fiscal year 2026-27 to make security and safety improvements at historic sites across the

state.

The state has also worked to secure major events to showcase Wisconsin on national and global stages, from hosting the Democratic National Convention and Republican National Convention in recent years to sporting events like bringing IndyCar back to the Milwaukee Mile and hosting the Ryder Cup in 2021, as well as supporting the filming of Season 21 of Bravo's Top Chef in state and a Christmas movie filmed in Door County and released last year. Last year, the state also hosted the 2025 NFL Draft, which amassed around 600,000 ticketed attendees over the three days in Green Bay. According to the [Packers](#) and Discover Green Bay, the event far exceeded projections. Attendance shattered expectations, driving total economic impact in Brown County to nearly \$73 million—more than \$50 million over the original \$20 million projection. Statewide, the total economic impact reached over \$104 million, surpassing the initial \$94 million estimate by over \$10 million.

An online version of this release is available [here](#).