



HOUSE JOINT RESOLUTION 12-1010

BY REPRESENTATIVE(S) Todd and Massey, Barker, Baumgardner, Brown, Casso, Conti, Coram, Court, DelGrosso, Duran, Ferrandino, Fields, Fischer, Gardner B., Gerou, Hamner, Jones, Joshi, Kagan, Kefalas, Kerr A., Kerr J., Labuda, Levy, Liston, Looper, McCann, Miklosi, Murray, Nikkel, Pabon, Pace, Peniston, Ramirez, Ryden, Singer, Solano, Soper, Stephens, Summers, Swerdfeger, Tyler, Vaad, Vigil, Waller, Williams A., Wilson, Young, McNulty;
also SENATOR(S) Newell and White, Aguilar, Bacon, Boyd, Brophy, Foster, Giron, Guzman, Harvey, Heath, Hodge, Hudak, Jahn, Johnston, Morse, Nicholson, Roberts, Schwartz, Spence, Steadman, Tochtrop, Williams S., Shaffer B..

CONCERNING RECOGNITION OF THE FILM, TELEVISION, AND VIDEO GAMING INDUSTRY IN COLORADO.

WHEREAS, Thousands of Colorado residents are employed directly or indirectly by Colorado's film, television, and video gaming industry;
and

WHEREAS, Content creation for film, television, video games, and advertising is an important and growing international business and one of the United States' leading exports; and

WHEREAS, Advertising and news production builds upon Colorado talent from the film, television, and video gaming industry; and

WHEREAS, Colorado was once a leader in the film and television business and has since seen its market share and number of people employed in the industry radically decline; and

WHEREAS, The decline is traceable to the implementation of incentives in sister states which have left Colorado in a noncompetitive

position; and

WHEREAS, Colorado's once formidable infrastructure for content creation is rapidly eroding and in danger of collapse; and

WHEREAS, The film, television, and video gaming industry provides high-paying, rewarding jobs, and currently over 1,100 students are enrolled in four-year film programs at institutions of higher education in Colorado; and

WHEREAS, Supporting content creation will have a positive impact on Colorado's economy, provide jobs for our citizens who graduate from our schools' film programs, and provide a skilled labor training ground for many other workers; and

WHEREAS, Film and television production is a major stimulus to Colorado's tourism industry; and

WHEREAS, The film, television, and video gaming industry gives Colorado the ability to showcase the natural beauty of the state, which is a proven economic driver for tourism; now, therefore,

Be It Resolved by the House of Representatives of the Sixty-eighth General Assembly of the State of Colorado, the Senate concurring herein:

(1) That we, the members of the Sixty-eighth General Assembly, hereby recognize the film, television, and video gaming industry in Colorado as an integral part of Colorado's economic future; and

(2) That, in appreciation of the efforts of the Colorado Innovators of New Entertainment, Media, and Arts (CINEMA), we hereby declare February 8, 2012, to be Colorado CINEMA Day.

Frank McNulty
SPEAKER OF THE HOUSE
OF REPRESENTATIVES

Brandon C. Shaffer
PRESIDENT OF
THE SENATE

Marilyn Eddins
CHIEF CLERK OF THE HOUSE
OF REPRESENTATIVES

Cindi Markwell
SECRETARY OF
THE SENATE

APPROVED _____

John W. Hickenlooper
GOVERNOR OF THE STATE OF COLORADO