

ALAN WASSER ASSOCIATES

April 30, 2007

Honorable Governor Blanco, and
Members of the Louisiana State Legislature

Re: Senate Bill 128 and the Broadway South Initiative

Dear Governor Blanco and Members of the Louisiana State Legislature:

It is with great pleasure and interest that I write to you today in support of Senate Bill 128 and the Broadway South initiative.

As explained to us by Roger Wilson (including his discussion about the proven success of your current film incentives), SB 128 appears to offer unparalleled incentives for producers of live theatrical and musical productions to develop, premier and/or bring their shows to Louisiana. Given the range of proposed tax credits affecting all aspects of a production's cost, the legislation appears to provide a unique opportunity for producers to engage the state's extensive tourism base as a year-round audience for these shows. Furthermore, we realize there exists in certain parts of the state, state and federal tax incentives that will inspire the redevelopment of existing theaters and their adjoining properties potentially turning entire neighborhoods into theatrical and arts centers.

We also understand that, SB 128 can provide a basis for educational outreach. The bill provides incentives to producers to offer internship or paid opportunities to university students across the state. There may also be ways to support the distribution of tickets to live theatrical productions to the school children of Louisiana to enrich their educational experiences and to develop the next generation of theatergoers.

For more than 20 years, my company has provided management and marketing services for Broadway and touring theatrical productions in the United States and throughout the world. We have managed, booked and marketed dozens of productions such as LES MISERABLES, THE PHANTOM OF THE OPERA, MISS SAIGON, CHITTY CHITTY BANG BANG and FOSSE, and we are therefore uniquely qualified to recognize the extraordinary potential of SB 128 and the Broadway South initiative.

I therefore offer my company's full support for SB 182, and look forward in the days after its passage to exploring all avenues that will potentially lead to our full involvement in a "Broadway South".

Sincerely yours,

Allan Williams
Managing Member
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