



June 18, 2026

Honorable Members of the House Administration Committee,

As Executive Director of the Delaware Arts Alliance (DAA), the statewide arts advocacy and membership organization, I write to **show support for Senate Substitute 1 for Senate Bill 342: An Act to Amend Title 29 of the Delaware Code Relating to the Delaware Motion Picture and Television Development Commission.**

This bill is an important step to achieving the CREATE Plan Recommendation 8: “Modernize Delaware’s Film & Media-production Industry,” and we thank Senator Lockman and Representative Harris for carefully aligning this legislation to include the following suggestions:

- “Provide assistance to productions with hiring local crews, facilities and vendors.”
- “Develop a comprehensive “film-ready” database of shooting locations in the state”.
- “Update Delaware Motion Picture and Television Development Commission’s purview to be inclusive of the wider film and media industries (including TV and other digital formats: podcasts, documentary, streaming, and video games) and increase advocacy for both local and international productions and projects.”
- “Seek increased input from Delaware’s film, television & audiovisual production community.”

In 2024, DAA commissioned the CREATE Plan—Delaware’s first-ever statewide research and policy roadmap for advancing the creative economy and cultural tourism. After extensive community input, international benchmarking, and economic analysis, the data are clear: Delaware’s creative sector generates \$3.7 billion in economic output annually and supports more than 18,500 jobs. Within this, Delaware’s Audiovisual and Interactive Media industry¹ has the highest direct output (\$851.9 million) and employment (1,854 jobs).

But the CREATE Plan also states “**Delaware’s approach to its film & media sector needs significant modernization**” so that **Delaware can become a national leader in creative economy development.**

I urge your support for **Senate Substitute 1 for Senate Bill 342** to help advance these goals.

Sincerely,

Neil Kirschling, Executive Director, Delaware Arts Alliance

¹ For purposes of the CREATE Plan, Audiovisual and Interactive Media includes: Film & video production, post-production, distribution, exhibition, production supplies, and additional support; Radio broadcasting; Audiovisual production, broadcasting, reproduction, and production supplies; Digital design, programming, publishing, digital hosting and broadcasting