

# **NEW YORK POST**

Wednesday, September 29, 2004

Circulation: 508,042

## **Hollywood 'Producers' Pick Apple**

By David Seifman

The movie version of "The Producers," a quintessential New York comedy, will be filmed in the Big Apple instead of Canada, thanks to special tax incentives offered by the state and city, jubilant officials announced yesterday.

"I'm going to shoot this picture just for the tax benefits," joked Mel Brooks at a press conference with Gov. Pataki, Assembly Speaker Sheldon Silver and Mayor Bloomberg in the new Steiner Studios at the Brooklyn Navy Yard.

On a serious note, the Brooklyn-born producer declared, "You don't know what it means to me emotionally to be back here."

Brooks' original 1968 movie "The Producers" was shot in New York.

Pataki crowed about the economic boost to the film industry, saying, "Right now, we're going to be able to make movies about New York in New York."

Lured by lower wages, a favorable exchange rate and rebates on labor costs, production crews had been racing to Canada - especially Toronto - to simulate New York City street scenes. That's cut deeply into New York's \$5 billion film and TV industry, which employs 100,000 people.

The bill signed by Pataki grants a 10 percent state tax credit for productions where 75 percent of the work is filmed on a New York sound stage. The city added a 5 percent credit.