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# NC gov leads recruiting trip to California equipped with more generous film tax credit

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RALEIGH, N.C. (AP) - Gov. Beverly Perdue and economic recruiters are equipped with a more generous tax credit as they travel to Hollywood to try to attract more movies and television productions to film in North Carolina.

Perdue leads a group of 20 Commerce Department officials, film boosters and others arriving on Wednesday in Los Angeles for a three-day trade mission. They'll meet studio executives, hold a reception and also visit some recruiting prospects outside the film industry.

Commerce Secretary Keith Crisco said having Perdue along attracts a crowd because she's the state's CEO. The Legislature voted last year to increase the credit companies can receive for shooting productions in the state from 15 percent of qualifying expenses to 25 percent.

The state will pay \$11,000 for the trip.