



TOM'S FILM & ENTERTAINMENT PLAN

April 2026

Keep California the Capital of Film and Entertainment

California is the birthplace of the film and entertainment industry. For decades, the industry has employed hundreds of thousands of people, and sustained whole communities. But more than that, California's entertainment industry defines the soul of our state. The stories we tell—and the careers we build here—shape art and culture across the globe.

But a thriving entertainment industry will not survive if Californians cannot afford to live here. The creatives who come here to follow their dreams and hone their crafts often encounter work shortages, impossible rents, and limited protections of their rights. The dedicated crew, technicians, craftspeople, and artisans who build and run the engine of our entertainment industry are being priced out of the very cities their labor has historically sustained. We must turn that around, and fast. **As Governor, I will do whatever it takes to preserve and advance California's leadership as the artistic and creative powerhouse of the world.**

The film and entertainment industry is a major driver of the California economy, but corporate monopolization, out-of-state tax incentives, and the rise of AI are threatening its future. **Total shoot days in Los Angeles plummeted in 2025—dropping 16% from the previous year and falling more than 36% below the five-year average.** According to the Labor Department, the number of film and television industry workers in Los Angeles County declined from 142,000 to about 100,000 by the end of 2024. That's a 30% drop, and the trend continued last year.

Huge corporations use their market power to gouge Californians and rip off creators, musicians, artists, and independent venues, threatening a vital part of California's entertainment and cultural ecosystem. As Governor, I will stand up to these entrenched interests and fight for working people.



California has some of the highest housing costs in America, a fact acutely felt by those who live project-to-project, or gig-to-gig. I have a plan to build a million homes over the next four years, so the working people who call California home can afford to keep living here. I'll also expand tax credits to make renting affordable again.

Californians also pay the second highest electric bills in the country – double the national average. Since 2019, electricity prices in California have risen nearly 50% – over twice the rate of inflation – costing businesses and families thousands of dollars. If you are lighting a stage or powering a soundsystem, your electricity bill is one of the biggest costs. I'll take on the electric utilities, break their monopoly power, and reduce electricity bills by 25%.

Health care costs have gone up 52% in the last decade, and this year, employers are expecting the largest increase in 15 years. I'll bring down health care costs – and expand access – with a single-payer system Californians can rely on.

Each of those measures will do a lot to lower costs for Californians working across all industries – but we must do more to keep California the world capital of film, art, and entertainment.

Here's my ten point plan –



First, we must block corporate mergers in entertainment. Californians want jobs, not monopolies.

As Governor, I will not let corporations prioritize profits over the artists and craftspeople who built California into the cultural capital of the world. I will firmly oppose megamergers like Warner Bros.-Paramount, which enriches executives and shareholders at the direct expense of working people.

The rise of AI threatens to make monopolies even worse. A recent [study](#) found that AI could further entrench market power in the hands of fewer distributors. **I am the only candidate for Governor with a [plan](#) to make AI work for working people, families, and our kids.**

Consolidation hurts working people and limits creative freedom. As Governor, I will support policies that not only protect jobs, but also ensure that Hollywood remains a place where independent media and creators are nurtured, celebrated, and rewarded.

Second, I will defend and expand our tax credit program. I refuse to let California get outbid or outmaneuvered by other states and other countries. Californians shouldn't have to travel halfway [around the world](#) to work in the industry we invented. The California Film and Television Tax Credit Program has created nearly 200,000 jobs. Those tax credits not only enable us to compete on cost with other states and countries around the world, but they are also crucial investments that return far more money than we put into them.

I will support our tax credit system to protect California's film industry. I'll also expand the California Film Commission's ability to provide additional resources and support. Investing in this industry and the artists and craftspeople who make it possible isn't just important for Hollywood. It's a great investment for every Californian.

But we have to do much more to keep production work from moving elsewhere, or disappearing altogether. The Wall Street Journal [reports](#) that since 2021, the number of on-location television production days in Los Angeles has plummeted from 18,560 in 2021 to 6,582 in 2025. That's a 65% drop. Production days for commercials and feature films have fallen by nearly half. That drop in production is felt deeply by the crewpeople, artists, and production staff who are now without work.



We must treat our entertainment industry as the vitally important economic and cultural engine it is. As Governor, I won't let us be outcompeted by states like Georgia and New York, or countries like Canada and the UK, which offer richer, simpler, and uncapped incentives. I will make sure the California Film and Television Tax Credit Program is the most competitive in the world—because doing so is an investment that will pay off for the entire state

Third, we must eliminate the bureaucratic hurdles surrounding permitting, regulations, and logistics that slow down productions. It has simply become too cumbersome to build and create in California. As Governor, I will cut through red tape across the state, making it easier for producers to keep their schedules on track—especially in a tight-budget era.

Fourth, we must stop AI from robbing creators and performers from getting rewarded for their work. I'll make sure we [protect and reward](#) human creativity and effort in the AI era. The 2023 Screen Actors Guild–American Federation of Television and Radio Artists agreement was an important breakthrough in making sure creators and performers get paid for their work and control their creations and likeness. The International Alliance of Theatrical Stage Employees (IATSE) 2024 contract agreements included a pioneering provision for labor that declared any work of an employee who utilizes or oversees the use of AI is considered covered work. **Protecting those rights should be the law in California.**

Fifth, I will expand funding for training and apprenticeships in the entertainment sector. The industry is notoriously difficult to break into, and work can be unpredictable even after getting a foot in the door. **As Governor, I will ensure our existing workforce is upskilled and reskilled, while empowering young people from all backgrounds to pursue creative careers.** Robust training is a vital pathway to attract and retain talent, developing the skilled workforce needed to support productions across California. With growing concerns that AI may displace current workers and eliminate entry-level roles, expanding these training programs is essential to retaining our workforce and creating new jobs.



Sixth, I will expand state arts funding to support public arts initiatives. We must recognize that a thriving creative economy goes beyond studio lots; it lives in our neighborhoods, our parks, and our public spaces. If we want to lead in the creative arts, we need to invest more in arts education for young people, and in California's cultural infrastructure to create public art. **To achieve this, I will expand the California Arts Council and fund new public works of art that keep our talented artists and craftspeople employed right here in their communities.**

Moreover, the recent success of the Performing Arts Equitable Payroll Fund serves as a powerful model for how the state can directly support small, local organizations and their workers. I will build upon this innovative first step to ensure our community theaters and independent live performance spaces have the sustained resources they need to thrive.

Seventh, I will work with national leaders to champion California's film and entertainment industry around the globe. California must lead the push for federal incentives that work hand-in-hand with state programs to promote our creative sector abroad and protect production at home."

Eighth, I will defend live performance venues from being squeezed out of existence. Venues are the bedrock of California's creative landscape, but skyrocketing overhead costs and predatory corporations threaten the very foundation that supports the next generation of artists. Despite driving [billions](#) of dollars into California's economy, and supporting tens of thousands of jobs, nearly [seventy percent](#) of these historic, independent stages are currently struggling to turn a profit.

To preserve California's rich artistic history, we need common-sense solutions that lower operating costs for independent venues, fiercely protect our workers and artists, and break the grip of monopolies driving them out of business. **As Governor, I will treat this sector as exactly what it is: the essential infrastructure of our creative economy.** As Californians, we must value and defend this vital cultural infrastructure today, and ensure that the iconic stages that launched our favorite artists will remain open and vibrant for future generations.



Ninth, as Governor, I will crack down on exorbitant ticket fees and price

gouging. Live entertainment is an essential shared experience. It connects our communities, and our laws must protect the artists creating that magic and the fans paying to see it – not corporate monopolies. The recent federal court ruling against Live Nation and Ticketmaster proves that states have the power to successfully take on live-event corporations. As Governor, I will support this type of aggressive state-level antitrust enforcement. We will also use state law to crack down on market manipulation by ticketers.

We can look to Maine's landmark 2025 [ticketing transparency](#) law as a model, which instituted a 10% cap on resale ticket markups, banned the sale of speculative tickets, and required full upfront fee disclosures. Furthermore, to break up single-platform monopolies, we will explore requirements for any large venue receiving state support to open its platform to competing sellers, ensuring tickets are offered through two or more vendors.

And tenth, we must ease the day-to-day burdens that complicate operating stages. I will work with local municipalities to lower business license costs and establish strong protections for long-established performing spaces. Our venues must be able to operate freely without being priced or zoned out of their own neighborhoods.



We need art more than ever before to connect us, inspire us, and tell our shared stories. California's identity on the global stage has always been defined by the boundless creativity of the artists, craftspeople, and technicians who call this state home, and we must treat them as the invaluable contributors to our state that they are.

Arts and culture are both California's economic engine and its soul. But that soul cannot exist if the people creating it cannot afford to stay here. As governor, I will work to build a lasting cultural legacy for future generations and ensure that our creators can earn a dignified living making art right here in California.

