

OVERVIEW OF ECONOMIC ANALYSIS

Season 1 of *Castle Rock* was the first major scripted series to be produced in Massachusetts in more than 25 years. Produced by Warner Brothers for the streaming platform, Hulu, the production was based at New England Studios in Devens, Massachusetts, with filming taking place in Devens and throughout the state. This report evaluates the economic impacts of the production of *Castle Rock* Season 1 on the Massachusetts economy.

KEY FINDINGS

- *Castle Rock*'s Season 1 spent \$42 million on film and television production tax credit-qualified expenses that contributed directly to the economy of Massachusetts through payments to businesses and individuals in the state in 2017 and 2018.
- These Massachusetts expenditures generated approximately \$69 million in economic activity across a wide range of industries, including rental of real estate and equipment, transportation, food and hospitality, retail, and construction.
- *Castle Rock* created approximately 1,026 full-time equivalent jobs in Massachusetts during its 12 months of production activities.
- Each \$1.00 spent by the production of *Castle Rock* in Massachusetts generated \$1.64 of economic activity in the state.
- Each \$1.00 of tax credit anticipated to be issued by the Commonwealth of Massachusetts related to the production of *Castle Rock* generated approximately \$4.73 of economic activity in the state.
- *Castle Rock* expenditures were distributed across more than 210 towns and cities in Massachusetts (more than half of the towns and cities in the state), including many far from major metropolitan areas.

The success of Season 1 of *Castle Rock* may encourage future productions to locate in Massachusetts. Since *Castle Rock* Season 1, additional scripted series have since been produced in Massachusetts for the growing number of subscription video on demand platforms such as Netflix, Hulu, Apple TV, Disney+, and Quibi. These have included larger productions with lengthy shooting periods that have or may lead to multiple seasons of production in Massachusetts (*Castle Rock* Season 2, *Defending Jacob*, *Kevin Can F*** Himself*, and *The Society*).

Figure 1: *Castle Rock's* First Season Expenditures in Massachusetts by Zip Code

