

According to the Detroit Free Press Marvel Studios had requested to film the next Iron Man film in Michigan, but a change in the incentives program has squashed those plans. Marvel had been requesting incentives to film in the Michigan between \$20 million to \$30 million. Michigan Film Office started negotiations at \$13 million in incentives. Marvel balked at the low offer and began negotiations with other states. When word got back to the Michigan Film Office that Marvel was shopping Iron Man 3 to other states for a better offer, Michigan upped its offer to \$20 million. The additional funds were meant to match the number that North Carolina had offered Marvel. In the end Marvel chose North Carolina over Michigan because the \$20 million was guaranteed. While Michigan's offer was contingent on future legislative approval according to Senate Majority Leader Randy Richardville. "They were more prepared than we were to

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