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GUFF SHUFF

Jessica Biel Will Be Filming In S.C.

Producers wanted to film the upcoming Jake Gyllenhaal political satire, "Nailed," at a site that looks like the nation's Capitol.

The S.C. State House earned the part.

"Our State House was designed by an architect who designed the U.S. Capitol in Washington, D.C.," S.C. Film Commission head Jeff Monks said Monday.

The movie's producers also were attracted to the state's film financial incentives package and weather, said Andy Keeter, a production executive at Capitol Films, the financier of "Nailed."

"Nailed," which also stars Jessica Biel, should begin filming in mid-April in Columbia and Lexington, Keeter said. Besides shooting scenes around the State House, the directors want to film in a bar, a diner and a house belonging to Biel's character.

In "Nailed," Biel plays an uninsured, small-town receptionist who becomes sex-crazed after a maintenance worker shoots a nail into her head accidentally, according to published reports. She goes to Washington to fight for the rights of "bizarrely injured" people where she meets an immoral congressman, played by Gyllenhaal, who takes advantage of her sex drive.

The movie was co-written by Kristin Gore, the former vice president's daughter, and the film's director David O. Russell.

Russell wrote and directed "Three Kings," starring George Clooney. Gore was a writer on the TV series "Futurama."

Gyllenhaal received an Oscar nomination in 2005 for his role in "Brokeback Mountain." Biel starred in the TV show "7th Heaven."

Persistent Films, one of the movie's producers, is familiar with the state after filming "Walker Payne" in 2005 in York County. Monks said his office tried to entice filmmakers back.



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South Carolina had been competing with two other states, including Connecticut, where incentives include a 30 percent rebate on all workers' salaries, Keeter said.

In South Carolina, film productions receive a 20 percent cash rebate for wages paid to South Carolinians hired as cast and crew. Workers from other states earn the companies a 10 percent rebate.

"The rebate situation on all independent movies is becoming more and more important," he said.

Both states had suitable statehouses and good incentives. But the producers wanted to start as soon as possible and didn't want to wait on Connecticut to warm up, he said.

South Carolina's rebates were set in July after the state Department of Commerce recommended changes to a policy created by the General Assembly.

Before the change, film companies received a 20 percent rebate for wages paid to all workers. However, the department said those rebates weren't earning enough return on the investment and incentives awarded for employing South Carolinians.

Last week, House Speaker Bobby Harrell, R-Charleston, announced a plan to increase film incentives so that companies would earn a 30 percent rebate for employing South Carolinians and a 20 percent rebate on others' salaries.

Seven movies filmed in South Carolina during 2006-07 created a \$25 million economic impact, according to a USC Moore School of Business study released last week.

The seven movies spent \$4.6 million on wages for S.C. workers and \$14 million on goods and supplies. The report used an economic formula to come up with the total financial impact.

"Nailed" will be the second movie this year to film in the state. "The Next Daughter," starring Kevin Costner, is filming around Charleston County.

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