

February 6, 2024

Senator Grohoski, Representative Perry, and Members of the Joint Standing Committee on Taxation:

As a business owner, Maine resident and homeowner, and supporter of economic development-based efforts in Maine, I am writing **in support of LD1075** and its speedy passage, because I believe that increased and more flexible Tax Incentives for visual media production in Maine will help grow our economy in the following ways:

Jobs for Mainers with Technical Skills. There are a vast number of specialized employees needed behind the scenes for visual media production, including camera operators, lighting and sound technicians, production assistants, post-production workers, drivers, hair and makeup artists, even caterers and bookkeepers. Many of these jobs can be mastered through training programs and do not require a 4-year college degree.

Promoting Maine Tourism. As Maine is beautifully portrayed on the big screen (or even televisions), more Americans and international viewers will have a chance to see the natural beauty of Maine and plan a visit. Out-of-town film crews can support our local hospitality businesses even in the off-season as film locations, giving seasonal businesses a boost during the otherwise bleak months. Hotels can host people who would ordinarily not consider a stay in Maine in the off-season. Seasonal workers could become regular year-round workers.

Boosting the Creative Economy. An ecosystem in which visual storytelling artists are encouraged to flourish raises the visibility and viability of other artists as well – such as graphic designers, musicians, writers, art directors, and even arts organizations such as theaters and film festivals.

Keep Our Talent Local and Attract New Workers to the State. We know that Maine has the oldest average population in the US and this is not sustainable as our elders age out of the workplace. With incentives to create visual media jobs in Maine, arts-inclined individuals and their families won't need to leave the state to find good, satisfying work.

Works Well with Existing Economic Development Strategies. Copied verbatim (with my emphasis) from the *Comprehensive Economic Development Strategy for Southern Maine 2022-2026*, by the Southern Maine Planning & Development Commission, page 3:

Goals 1. Make Southern Maine the top location for **high-paying, high-skill employment** in Northern New England. 2. **Support local and regional ecosystems for entrepreneurial and business startups throughout the region.** 3. Work with local communities to **protect and improve the region's diverse communities, landscapes, and amenities.** 4. Build on the region's competitive advantages to **grow, attract, and retain businesses in five key sectors:** • Healthcare & Life Sciences • **Technology** • Advanced Manufacturing • **Tourism** • **Creative Economy**

Visual media production creates jobs and spending both in the arts and technology, promotes Maine tourism, and supports our stated Economic Development Goals. I firmly believe that any incremental loss of revenue short-term would be replaced by a much more impactful boost in economic development long-term for all of the above reasons.

LD1075 is well worth the investment.

I encourage you to vote to move LD1075 forward as expeditiously as possible.

Thank you for your consideration.

Sincerely,



Elizabeth Gummere
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Financial Consultant and CEO, Repechage Group, Inc.
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