

Pip Kolmar  
Campfire Consulting  
LD 1493

My name is Pip Kolmar, I'm a resident of Buxton, and I'm writing in on behalf of Campfire Consulting to oppose bill LD1493 before the committee today.

I began my career working in marketing agencies in Boston and have continued working for agencies in Maine after moving back here to my home state in 2021. I can tell you first hand that what makes Maine's network of small, scrappy agencies and production company's unique is our relationships with local organizations and the state to create a thriving ecosystem. Mainers love supporting Mainers. Local production companies being able to tell the stories of proud Maine-grown organizations using funding from the state is a crucial example of that.

Perhaps the logic to preclude the production of advertisements and internally used corporate media is to hone in on media which focuses on highlighting our state in an outward-facing way. The sentiment is a nice one, however anyone familiar with the beautiful Maine storytelling that often comes from our advertorial video production in the state understands we often get to see our state in a great light through our brands. Further, advertising and internal corporate content are major categories of video needs within the state and to remove them as funding sources with do irreversible damage to a vibrant production community that already fights to exist in a state where opportunities remain limited compared with surrounding areas.

Making production any harder will only drive incredible creative talent out of our state and will be counterproductive to our overall goals to tell rich stories about Maine. Thank you for the opportunity to share my perspective with the Committee. I urge you to vote "Ought not to Pass" on this bill.

Thank you!