

## Testimony in Opposition to LD 1493 – An Act to Limit Corporate Use of the Visual Media Production Credit

Submitted by Benn Marine of Cumberland, ME on behalf of Campfire Consulting headquartered in Portland, ME

May 13, 2025

Members of the Joint Standing Committee on Taxation,

My name is Benn Marine, and I am the Director of Social and Environmental Impact at Campfire Consulting, a media strategy agency proudly headquartered in Maine. I'm writing today in **strong opposition to LD 1493**, which seeks to eliminate access to Maine's visual media production credit for advertisements, promotional content, and internal media.

At Campfire, we believe media is one of the most powerful tools we have to shape culture, build trust, and drive meaningful impact. We work with values-driven brands and mission-focused nonprofits across the country to help them tell stories that inspire behavior change and build more inclusive, sustainable communities. And we're committed to keeping that work grounded here in Maine.

This bill undermines that commitment. By excluding promotional and internal productions from eligibility, LD 1493 threatens to disincentivize the very kinds of responsible, high-quality media work that businesses use to:

- Raise awareness about social and environmental issues,
- Recruit and train diverse talent,
- Promote local products and ethical supply chains, and
- Support nonprofit missions and community-based initiatives.

Many of our creative partners—freelancers, video producers, sound engineers, and storytellers—rely on the visual media production credit to make these projects financially viable. These are often not big-budget ads from global conglomerates. They are meaningful, place-based stories made by and for Mainers.

Maine should be investing in its creative economy, not narrowing it. By removing these incentives, we risk losing both talent and opportunity to other states that understand the value of local storytelling and ethical advertising. If this bill passes, it won't just be big brands that change course—it will be small agencies, nonprofit partners, and the next generation of Maine-based filmmakers who are priced out of telling their stories here.

We respectfully urge the committee to reject LD 1493 and instead explore ways to **strengthen accountability and impact within the credit program**—without cutting off an entire sector of creators committed to doing this work responsibly. Please vote ought not to pass on LD1493.

Thank you for your time and consideration,



Benn Marine  
Director of Social & Environmental Impact  
Campfire Consulting