

Dear Senators Guzzone and Rosapepe and Esteemed Committee Members:

I am writing in support of SB718, continued support of the Maryland Film Activity Tax Credit.

I am both a working crew member- a member in good standing of IATSE Local 487, since 1990 and a local business owner who works with productions shooting all over the US, Canada and the UK.

Over the years, I have worked in the Set Decoration department in such projects as "Runaway Bride", "Pecker", "The Replacements", "Avalon", "Veep" and "House of Cards".

As a matter of fact, it was my work as a set dresser on 6 seasons of "House of Cards" that supported me personally, as I worked to grow my mission-based business.

My company, **Green Product Placement**, is a mission-based media product placement company which promotes and places **only** green, all natural, sustainable, socially enterprising and/or small entrepreneurial brands in feature films, television shows and web media. **As a matter of fact, we're THE ONLY agency of our type which is mission based** and only works with "better brands".

Here's a link to [MY RECENT INTERVIEW](#) on **Cheddar**, along with an article in [Forbes](#), The [Hollywood Reporter](#) and [Thrive Global](#).

We also, as you read about in The Hollywood Reporter, just launched a [high profile Advisory Board](#) to provide guidance as I work to elevate my business.

(Prior to this recent flurry of press, [Here is a link to our press page on our website](#) (with links to interviews with me on the likes of Mother Nature Network, [GOOD.com](#) and Fast Company Co.Exist)).

Small, green brands can't afford the costly fees of conventional product placement agencies, so in order to level the playing field and make this powerful brand building platform accessible for them, my services pricing must be value based.

So, it was, and is, important, in the immediate, that I have union production work available for me to earn my main income.

Did you know that according to the Maryland Department of Commerce, from 2011-2020 Film and Television Productions:

- Hired over 20,000 Marylanders
- Did business with over 18,000 Maryland businesses
- Created a projected total economic impact of \$1 Billion Dollars

And, as I inferred above, these jobs are high-paying career positions, and for the most part come with health and pension benefits.

NO UPFRONT FUNDING is needed under this tax credit program. The rebate is given only after production is finished, money is spent, qualified spending is approved through an audit and tax return is filed.

This is the most transparent tax credit in the State.

BUT these jobs, and generated revenue for local businesses DEPEND on this incentive program.

As someone who has worked with over 450 productions in a product placement capacity in the past 8 years, I can tell you that I have seen patterns of where production activity happens. From productions set in the US, being shot in the UK, to constant activity in places like New York, California, Georgia and Canada, to productions being shot in places that add or grow incentive programs like New Mexico, Illinois, Massachusetts, Pennsylvania, Virginia and Louisiana- I always notice when a new production location starts showing up as a base of production. I also notice when there are a number of productions shooting in a location, and then there are none (like North Carolina). The tax incentive programs between states and countries is very competitive and the reason for this is because these states (and countries) know that when you attract filming to your location, you also attract decent wage jobs and much welcomed revenue.

Additionally, I have seen the growth of streaming content platforms, which means not only additional places for my brands to place their products, but also additional opportunities for series and films to be produced. Let's roll out the red carpet for these shows to shoot in Maryland!

Maryland has a renowned crew base of skilled individuals and enviable locations that can mimic many, many places (we even did a convincing Jordan desert at a quarry in White Marsh for House of Cards). Please continue to support this valuable and vital tax credit.

All my best,

**Beth**

Beth Bell

Founder + President

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# GREEN PRODUCT PLACEMENT

[READ my article on Sustainable Production on TRIPLE PUNDIT HERE](#)

[WATCH my interview on CHEDDAR HERE](#)

[READ about my company in THE HOLLYWOOD REPORTER HERE](#)

YouTube links:

[Have 7 minutes? WATCH our story, and LEARN what we're all about HERE](#)

[I spoke in Belgium in October 2013,](#)

[I also spoke in New York in November 2013,](#)

[We produced this event in London in April 2014,](#)

[And I spoke at the Netherlands Film Festival in October 2014.](#)



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