



April 14, 2022

Representative Dave Lislegard
413 State Office Building
St. Paul, MN 55155

To Whom it May Concern:

My name is Shari Marshik, Executive Director, Upper Midwest Film Office (UMFO). The mission of our office is to advance the creative economy through film, TV and commercial production in Northern MN.

As industry production ramps up all over the state, HF 4589 allows Chisholm to invest in their community, to continue to diversify their economy and to follow the trajectory in becoming a production hub - not only in Minnesota - but in the entire Upper Midwest region of the United States.

Lost Forty Studio was established in January 2022 in Chisholm, MN. Remarkably, City Hall holds the largest stage in the state and is geographically at the nexus of regional incentives that are predicted to deliver \$5.4M in spending in Northern MN this year. It's hard to overstate the significance of the impact of this studio space on the industry on the Iron Range and Northern MN. Their investment in Chisholm is the reason we have five film projects in 2022 and thus, responsible for attracting **\$2.1M** in estimated production spend at Lost Forty alone. If not for this studio, those projects would not come to the Iron Range.

The investment in Lost Forty creates an anchor in the region. Their presence affords other businesses the confidence to also invest in the region. In 3 short months, we have worked with at least two other businesses that are actively purchasing buildings to establish their production related businesses. The ripple effect of this investment is immense.

This space in City Hall is also the home of a team of dedicated professionals that have partnered with IRRRB, Advanced MN, Lost Forty and UMFO to create workforce development programs allowing trainees to get hands-on production experience and then step into paid training positions on set.

This makes good business sense. This is community building at its core. This is a pipeline of possibility for an entirely new subset of people to stay in Northern MN and to live, work and thrive on the Iron Range. HF 4589 is not only an investment in Chisholm, but the entire region. Please consider HF4589.

Sincerely,

Shari Marshik

Executive Director
Upper Midwest Film Office