



CITY OF

PORTLAND, OREGON

Sam Adams, Mayor
Nick Fish, Commissioner
Amanda Fritz, Commissioner
Randy Leonard, Commissioner
Dan Saltzman, Commissioner

April 21, 2011

Senator Ginny Burdick, Co-Chair
Representative Jules Bailey, Co-Chair
Representative Vicki Berger, Co-Chair
Joint Committee on Tax Credits
900 Court Street NE, Room 143
Salem, OR 97301

MEASURE: HB 2167
EXHIBIT: B
Joint Committee on Tax Credits 76th Session

DATE: 04.26.2011 PAGES: 2
SUBMITTED BY: CITY OF PORTLAND
MAYOR AND COMMISSIONERS

Re: Support for HB 2167A

Dear Co-Chair Burdick, Co-Chair Bailey, Co-Chair Berger and Members of the Committee:

On behalf of the Portland City Council, we are writing to express our strong support for HB 2167A—a bill that extends and expands the Oregon Production Investment Fund (OPIF) and Greenlight Labor Rebate programs. These programs are key elements in Oregon's efforts to attract film and video production, and this bill will keep our state competitive in attracting production to the state, along with the widespread and significant economic benefits that come with it.

The film industry is an important economic driver. It creates jobs quickly, has little environmental impact, requires minimal demand on infrastructure, and has broad impacts. Since 2007 through December 1, 2010, the direct and indirect impact on Oregon's economy by "OPIF and Greenlight qualified" film and television projects was nearly \$350 million. By the end of 2011, this impact is projected to be almost \$542 million. Meanwhile, in 2009 alone, the Portland metropolitan region saw \$52 million in direct spending through OPIF recruitment, providing hundreds of jobs and yielding a total economic impact of \$102 million.¹

In 2010, incentives helped draw the television series *Leverage* back to Oregon to film its third season. In one season alone, this production put on payroll 471 local hires, who worked 204,938 hours. The show paid 417 local vendors, representing 22 of the 30 senate districts in Oregon. The impact of incentives reaches throughout the state, and far beyond this particular industry.²

Among the broad range of businesses that benefit from film production in Oregon are hotels, office and building supply stores, groceries, antique shops, furniture stores, car rental agencies and restaurants, to name just a few. Additionally, the projects that OPIF brings have helped to develop and strengthen the robust animation, digital media and commercial production industries that call our state home.

More difficult to quantify, but no less important, is the unique branding and press opportunity that film and video production in our state presents. The positive national press that has been generated by productions such *Leverage* and *Portlandia* has highlighted not only those shows themselves but also, such as in a *Los Angeles Times* story from January 30, 2011, the appeal of Oregon and Portland as a home base to innovative businesses such as Intel, Wieden+Kennedy, Adidas and Nike.

¹ <http://oregonconfluence.com/index.php/2010/12/20/oregons-film-incentives-a-good-deal-for-all/>

² Ibid

This media attention is a boon to tourism as well, as the recently launched tours of *Portlandia* filming locations, or Astoria's continued status as a place of pilgrimage for fans of the film *Goonies* attest.³

The City of Portland is an enthusiastic and active partner to the State of Oregon and the Oregon Film and Video Office in its work to attract film and video production through OPIF. In addition to our broader recruitment efforts, the Mayor's Office of Film & Video is a dedicated resource, supporting productions in Portland on a daily basis by expediting permitting processes and streamlining procedures. We look forward to continuing to provide these services as Oregon's reputation as an ideal film production location – and, indeed, a creative capital – continues the upward trajectory it has traveled since the introduction of OPIF and the Greenlight Labor Rebate program.

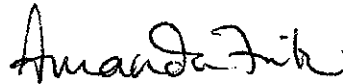
We urge your support of HB 2167A, which is not only an important job-creation tool to aid our economic recovery, but also a strategic investment in an industry with tremendous growth potential as we look toward Oregon's future. Thank you for your consideration and the opportunity to comment.

Sincerely,



Sam Adams
Mayor

Nick Fish
Commissioner



Amanda Fritz
Commissioner



Randy Leonard
Commissioner



Dan Saltzman
Commissioner

³ <http://articles.latimes.com/2011/jan/30/entertainment/la-ca-portlandia-20110130>