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TESTIMONY ON HB 2267 (OREGON PRODUCTION INVESTMENT FUND)

HOUSE REVENUE COMMITTEE
REPRESENTATIVE BARNHART, CHAIR
REPRESENTATIVE BAILEY, VICE CHAIR
REPRESENTATIVE BENTZ, VICE CHAIR

Good afternoon Chairs, Vice Chairs and Members of the Committee.

My name is Lana Veenker. I am a film and television casting director, born and raised in Oregon, and the owner of Cast Iron Studios, a casting and development company based in Portland.

I want to start by thanking you all for the consideration you have given to film and television and HB 2267 up to this point. Many of you have come to realize that this is an industry with enormous potential for Oregonians.

It creates clean, green, family-wage jobs with benefits; it injects cash into local businesses and is a tremendous boon for tourism and for the stature of Oregon around the world.

In fact, it has even attracted the attention of the FBI, who reportedly has just requested permission to use a skit from IFC's hit TV series *Portlandia* in one of its advanced intelligence classes focusing on terrorism and espionage.

One of the best things about OPIF, the Oregon Production Investment Fund, is that besides being a proven job creator, it creates jobs *right now*. The Film Office receives two to three calls a month about greenlit, ready-to-go projects that it is currently having to turn away for lack of incentive funds, because our program is maxed out.

If HB 2267 passes, however, the jobs will start *tomorrow*. That means a lot to a small business owner like myself, to the caterer who feeds the hundreds of crew members each day, to the vintage store owner who sells countless amounts of props and furniture to film productions, to the nursery that rents plants and shrubbery to TV shows like *Grimm*.

If you have never visited a set, I invite you to please come see a production in action. What you will witness is hundreds of local crewmembers: carpenters, truck drivers, electricians, painters, hairdressers, people lugging equipment around, hanging lighting instruments and building sets.

These are *great jobs*; we have the potential to create them *right now* and put Oregonians to work *the day after* HB2267 goes through.

OPIF has a proven track record and this industry is only getting started. It can be huge. Just think of how the Oregon wine business has grown over the past 20 years. Film and video have that same potential: to stimulate tourism, allow small businesses like mine to grow and prosper, and put hard-working Oregonians to work in high-paying jobs right away.

We have the creative capital, we have the experienced workforce, and with the help of OPIF, we can really do something amazing for our state. Thank you very much for your consideration.