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March 23, 2015

The Honorable Mark Hass
Chair, Senate Committee on Finance and Revenue
Oregon State Capitol, S-207
Salem, OR 97301

RE: SB 565 Revitalize Main Street Act—SUPPORT

Dear Chair Hass and Members of the Senate Committee on Finance and Revenue,

Pacific Power is an electric utility serving 243 communities, many in rural areas across the Northwest. Our historic downtowns are the cultural and economic hubs of communities and local governments and businesses are working hard to bring these districts back to life. But the cost of much-needed building restoration, code compliance, and seismic retrofitting remains financially out of reach in many cases.

Pacific Power is committed to helping our historic downtowns thrive. In collaboration with Oregon Main Street and the Energy Trust of Oregon, Pacific Power contracted with the Historic Preservation Department at Clatsop Community College to develop Historic Preservation & Energy Efficiency, a resource guide for historic commercial buildings. This award-winning publication provided building and business owners in our historic downtowns case studies and resources to help them implement measures that would not only save power costs but also increase sales and productivity by improving the environment for employees and customers alike.

We urge you to support and advocate for **The Revitalize Main Street Act** (SB 565) as a modest, cost-effective investment that will help revitalize our downtowns and pay dividends for decades to come in the form of new jobs, income and property taxes, cultural heritage and tourism, business incubation, seismic safety, and the reuse of existing infrastructure.

The Revitalize Main Street Act creates a state **Historic Rehabilitation Fund** to provide a 25% rebate for the certified rehabilitation of historic commercial buildings – stores, hotels, theaters, apartments, factories, mills, etc. It would be funded by the public auction of state income tax credits (similar to the Oregon Film Production Credit) at a capped amount of \$12M per year. The money stays here in Oregon and we end up with long term, tangible assets.

An economic impact study conducted by EcoNorthwest states that **Oregon would be**

economically better off with this incentive. In 2018 with a state investment of just \$10.6M we would see:

- 4X more buildings restored than without the state incentive.
- 1,369 jobs per year generating income of \$25.5M.
- \$2.3M net increase in property taxes per year to pay for schools and services.
- \$13.3M new federal Historic Tax Credit dollars invested in Oregon per year.
- \$35.8M net annual increase in direct development spending.

Historic rehabilitation incentives have been **proven effective in 35 other states** as a targeted means to **attract private investment** and **capture more federal tax credit dollars**. This is particularly important in smaller towns.

It's time for the state to invest in Oregon's Main Streets and pass the Revitalize Main Street Act in 2015.

Sincerely,

A handwritten signature in black ink, appearing to read "Annette Price". The signature is fluid and cursive, with a large initial "A" and a distinct "P".

Annette Price

cc: Members of the Senate Committee on Finance and Revenue