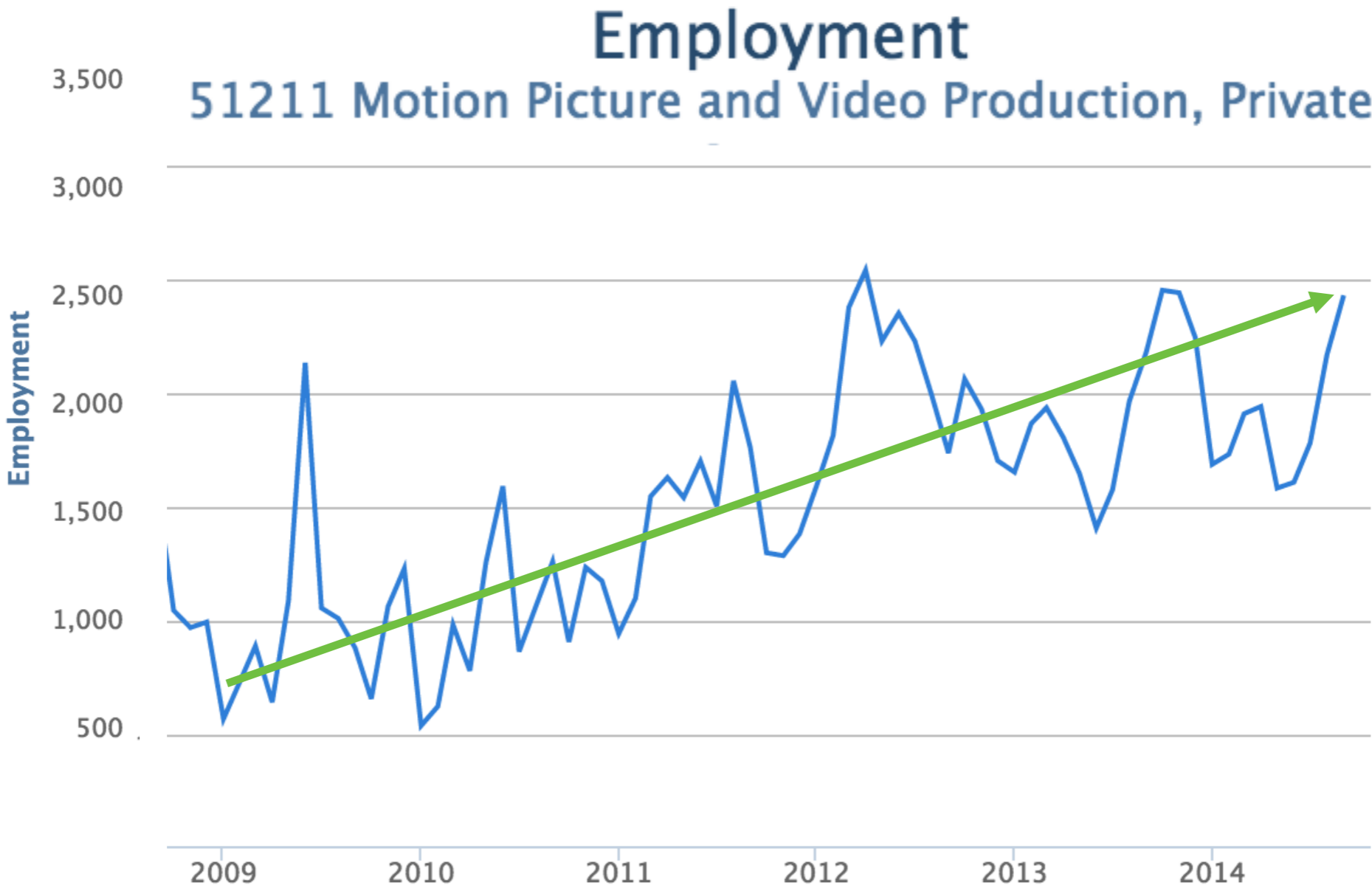


Business & Transportation Committee Presentation 2015



The Growing Media Economy in Oregon



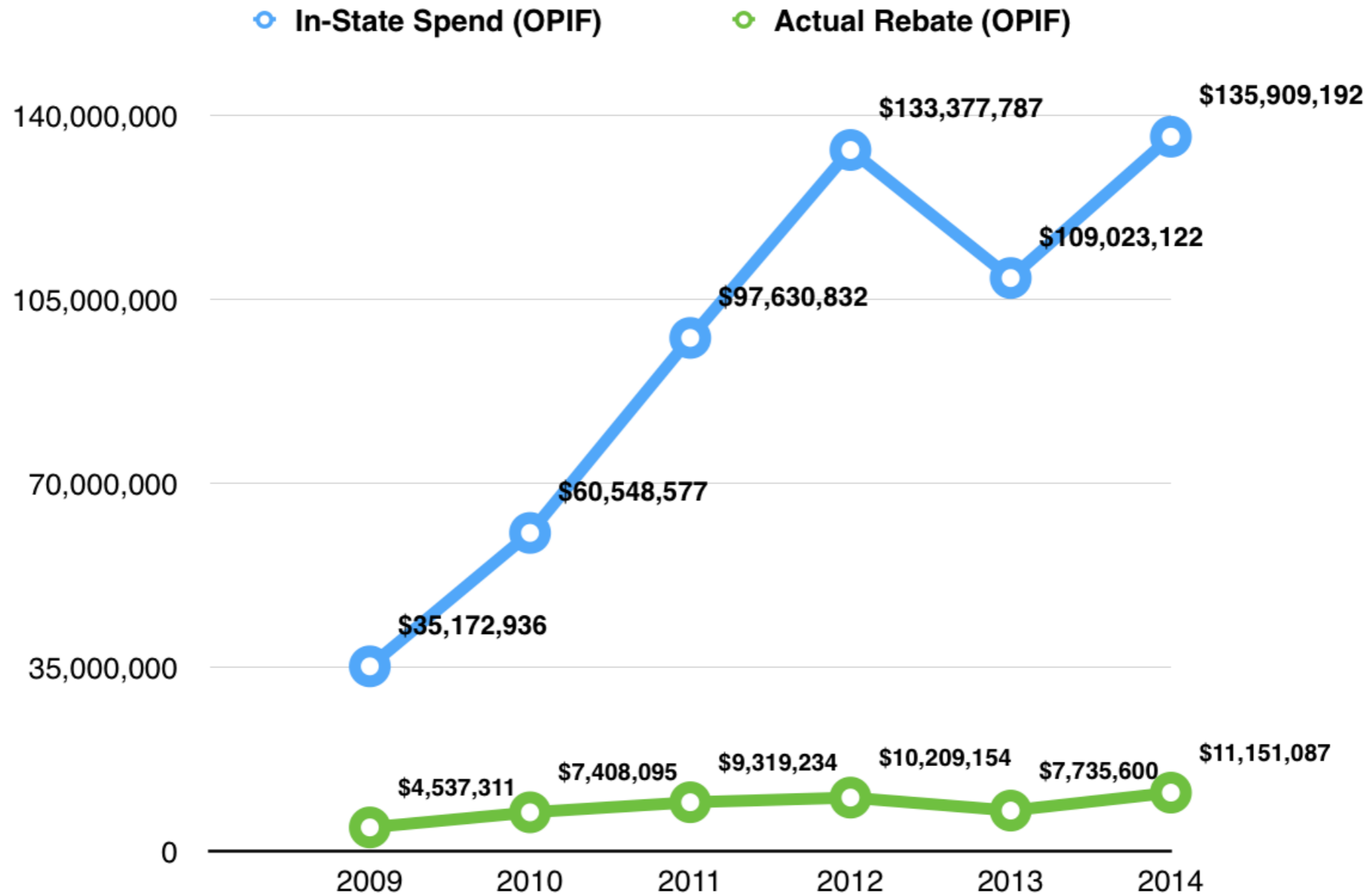
- Oregon's motion picture and video production industry grew by 69% from September 2009 to September 2014 (the most current data).
- Nearly 1,000 jobs were added over the five years.
- Average annual pay for the industry was \$43,177 in 2013, and there were 351 business establishments during summer 2014.
- *(Source: Dept of Employment)*

Programs Administered by OFVO

- Oregon Production Investment Fund (OPIF) and the Indigenous Oregon Production Investment Fund (iOPIF)
- Greenlight Oregon Labor Rebate (GOLR)
- These programs combine to offer:
 - *20% rebate of verified Oregon-based goods and services,*
 - *and up to a 16.2% rebate of verified wages & benefits paid to production personnel.*

- These incentive programs rebate money to qualifying projects but only after those projects have physically spent 10-15 times that amount within the state.
- The turnaround time can be as quick as 6 months.
- Because of returning work, the OPIF program will already be oversubscribed prior to the cap being reset in July 2015.

Incentives: OPIF & iOPIF



* 2014 Estimated

The Returns

- For the fiscal year 2014-2015
- We are tracking 24 projects through the OPIF and iOPIF programs.
- An aggregate in-state spend of \$135M under our current \$10M annual incentive cap.
- That \$10M cap was hit within the first month of the funds becoming available (in July 2014).

The Turnaways

- Since September, more than 25 different productions have called looking to shoot in the state. The vast majority of these turn to other states and Canada upon hearing the news that our incentive program has reached its cap.
- Iconic Northwest-set projects which initially inquired about shooting in Oregon have ultimately decided to shoot in other states with more robust tax incentive programs.

Interconnected Economy



International Exposure

Cast & Crew



VFX

Equip & Production

Animation



Full Time Staff

Project Spotlight: The Statewide Impact of WILD

- Based on the book by Portland-based author Cheryl Strayed, WILD shot in more locations in the state than any other feature film before it.
- Traveling from the top to bottom of Oregon, WILD engaged more than 250 vendors in 37 house districts and 23 state senate districts - having an impact in at least 2/3 of the state's legislative map.
- From Portland to Ashland, Clackamas to Bend, Crater Lake to Mt Hood, WILD employed 175 local crew members, 37 local actors, and 630 local background actors.
- The production spent more than \$600,000 in hotel and travel expenses alone.



WILD & Danner Boots

- The Mountain Light Cascade immediately became a product asked for by name.
- It sold-out for a short period of time during the holidays.
- It's young women who are interested, Danner's traditional core customer is older men.
- Oregon-made product which became an integrated part of the worldwide marketing effort for the film.

Danner[®]
SINCE 1932



iOPIF & Indigenous Company Growth

- iOPIF was introduced in 2009.
- Focused on local producers and creators and directly aiding in-state company growth.
- Since its introduction it has helped nearly 60 projects and more than 30 companies.

- During the years 2013 and 2014 interactive game companies were made eligible for the iOPIF program.
- Several in-state based companies have already utilized the program to gain a competitive edge and to grow their permanent workforce.
- In 2013 & 2014 a total of 11 interactive projects have been incentivized - yielding nearly \$5M of in-state spend by Oregon headquartered companies which received nearly \$500,000 in rebates.

**OREGON
FILM**