



RE: SB872

April 1, 2015

Dear Chairman Lee Beyer and Members of the Senate Committee on Business & Transportation,

Thank you for your support of the Oregon Film and Media Incentive Program. It is one of the main reasons that my family and our company chose to locate to Southern Oregon.

We came to the area in 2007 to make our first feature, "Calvin Marshall". Along with the beautiful locations and the proximity to Los Angeles, the existence of an incentive program was a primary driver in allowing us to film in Oregon instead of in a handful of other states. When presenting the location and budget options to our investors, we were able to show that Oregon was a viable and fiscally responsible option in part because of the incentive. Without the incentive, we would *not* have received approval to film here. On that one film, we spent over \$1 Million in Oregon in just a few months.

After a great experience, we decided that it made sense to move our production company, Joma Films, to Southern Oregon. We knew that a steady job flow did not yet exist, but we planned to initiate our own projects as well as bring in projects from out of state.

When we made our decision to move here five years ago and produce our own movies in Oregon, we had to look at all factors, including the incentive programs in the state. As a feature film producer, it is expected by investors and stakeholders that we show an "incentive line item" in our budgets. Financing is planned with this in mind, and if an incentive does not exist in a state, filming in that location is greatly discouraged.

In the five years we have run our business out of Ashland, we have produced two more feature films, many commercials for national companies such as Hewlett-Packard and Leica Geosystems, and have worked on an additional one to two features per year for other production companies. The consistency of work flow and the amount of money spent on each project continues to grow.

The success of our business still very much relies on the incentive, as over half of our work continues to be from projects brought in from out of state. All of our own films have utilized the incentive program as have the other feature films on which we've worked. The production companies decide to film or do post-production in Oregon in a large part because of the incentive. Without this program, these jobs would not be available to us, and we would not be able to continue growing our production company in this region.



While I greatly appreciate the current incentive program, and that up to this point, it has allowed my family to live and work in beautiful Southern Oregon, I have concerns that there is not enough money in the program for all who seek its benefit. In the last few years, we have had to apply for funds within the first few weeks of the fiscal year. Funds run out immediately, and there is little opportunity to plan for or initiate projects later in the year. This decreases our ability to encourage accelerated growth in our region, and for our films, which rely heavily on having an incentive line item, this could cause us to move outside of the state for our productions, especially as our budgets increase and we partner with more savvy investors.

Thank you for considering an increase to the incentive funds, for your continued support of the incentive program and for making it a real possibility to grow a film business in Southern Oregon while enjoying the high quality of life afforded by living in such a beautiful state.

Sincerely,

A handwritten signature in black ink, appearing to read "Anne Lundgren", with a long horizontal flourish extending to the right.

Anne Lundgren

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A handwritten signature in black ink, appearing to read "Gary Lundgren", with a long horizontal flourish extending to the right.

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