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To: Representative Caddy McKeown, Chair
House Committee on Transportation and Economic Development
Da: 4-8-15
Re: HB 2072 (Section 5)

Dear Chair McKeown:

I appreciate the House Committee on Transportation and Economic Development's consideration of HB 2072 in work session today. The impact of Oregon's film and television industry on Oregon's economy is staggering. I am sure the film office have briefed you on the 300%, \$90 million per year growth of the industry over the last few years.

Increasing the fund to \$20 million as this bill calls for will effectively double that growth over the next 18 months, such as we have seen the impact of previous increases to OPIF.

My interest, from my personal experience, is in supporting the provision for **Oregon-based finance and distribution** of media products and content, as called for in **Section 5**. These are powerful clauses that call for the development of task forces to take up this issue.

My colleagues from both Oregon film and video game production have attested to me personally that our industry is hampered by the difficulty of accessing local financing, distribution and marketing of products. Fortunately, many of these project producers find finance and distribution from sources outside of our state.

Section 5 of HB 2072 offers a two-pronged approach to further develop Oregon's indigenous industry, by marketing products beyond Oregon's borders, and financing that marketing and production of the product. When investment comes from Oregon, the return on investment remains in Oregon.

In my experience only a few percent of the projects that are bootstrapped by Oregon filmmakers and video game producers find some sort of distribution, and therefor some opportunity for a return on the financial investment. We want to see the percentage of startup video game, film and video producers who breakout with profitable products increase. Oregon's rich history attests that we have no shortage of talent. What we're missing is an Oregon-based institution dedicated to the financial development of projects.

And we need a distribution and marketing system that offers cooperation between the various Oregon-based individuals and companies that are skilled at the various aspects of that craft.

Oregon has already proven that we can produce world-class product. Now we want more Oregonians to profit from it.

Sincerely,



Tom McFadden