

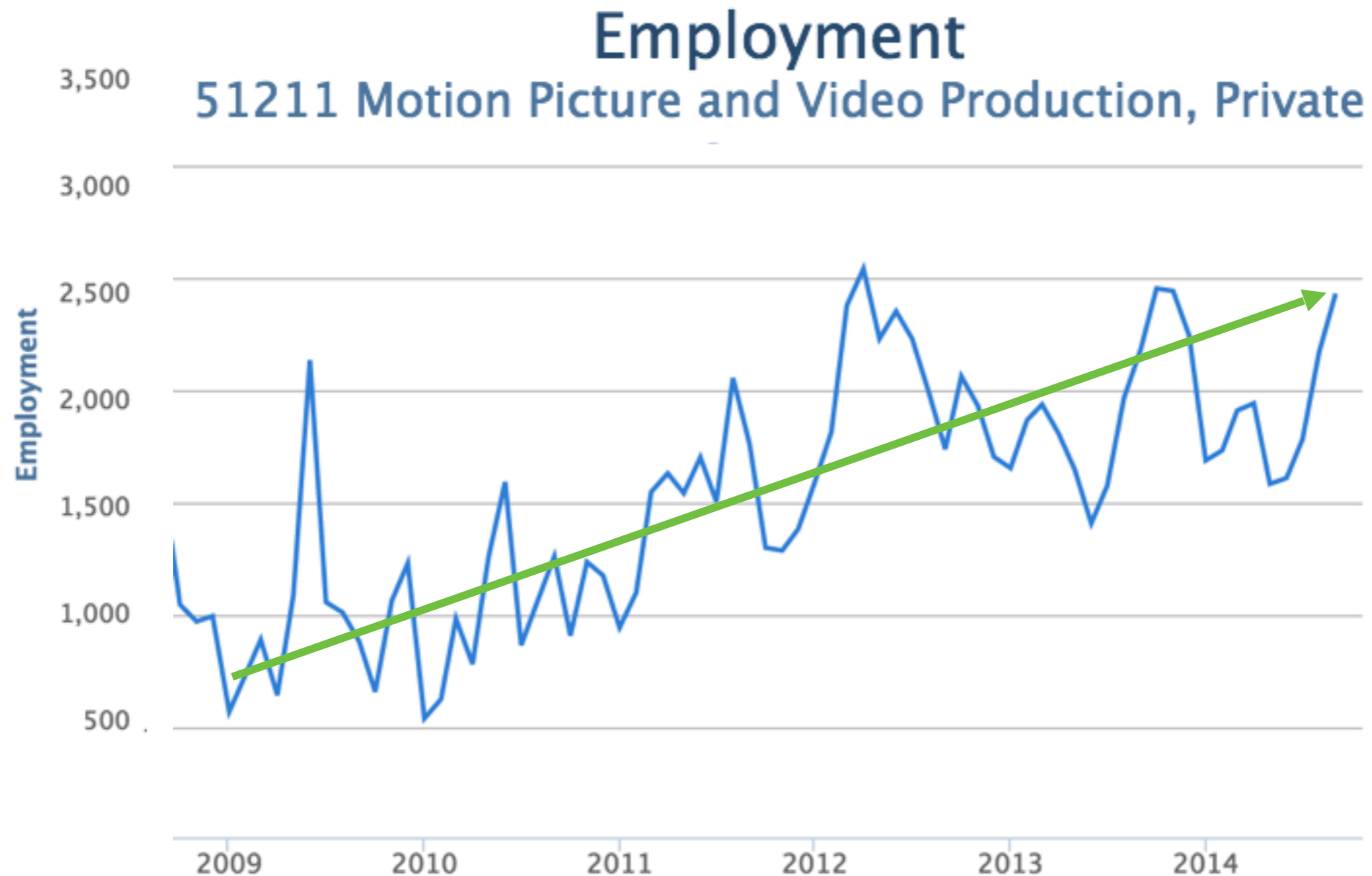
House Committee on  
Revenue  
Presentation 2015



# 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.*

# The Growing Media Economy in Oregon



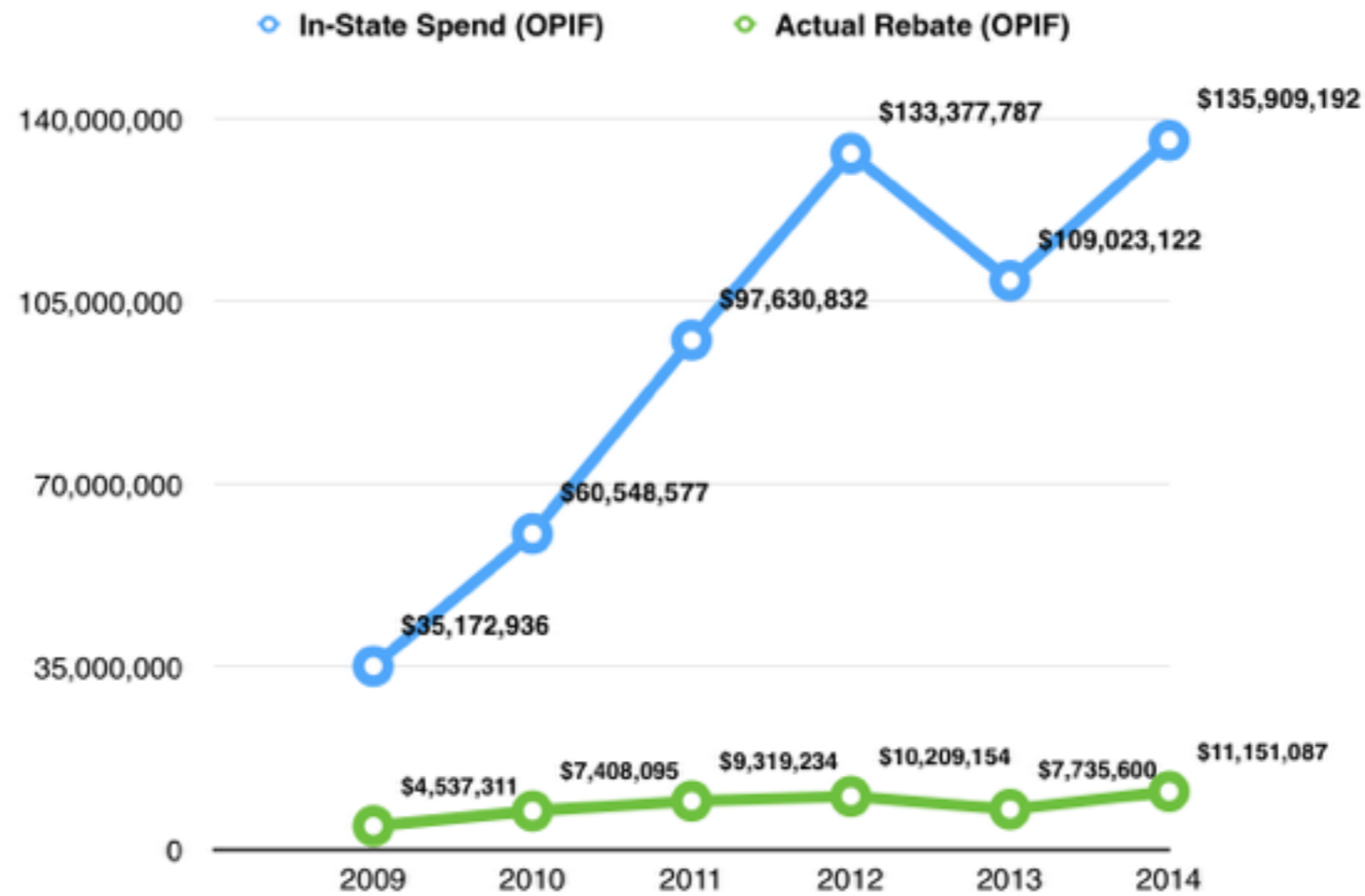
- (Source: Dept of Employment)



# Highlights

- Oregon's motion picture and video production industry grew by 69% from September 2009 to September 2014.
- 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)*

- For fiscal year 2014-15 OPIF is tracking 24 projects – made up of feature films, TV series, digital content, post-production, documentaries, animated features & short films, and interactive game development.
- 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.



- In-state spend vs. incentive payout grew from just over \$35million in 2009 to more than \$135million just for the \$10million annual OPIF program being tracked for this current fiscal year.

- This year, because of increased demand, the OPIF program is already oversubscribed even prior to the cap being reset in July 2015.
- Projects are being turned away.

# Interconnected Economy

Tourism & Marketing



International Exposure



Cast & Crew

**HIVEFX**  
VISUAL FX - ANIMATION - LIVE ACTION

VFX

**RAGO**

Equip & Production

Animation

**BENT**

Full Time Staff



**OREGON  
FILM**



# Project Spotlight: The Impact of WILD



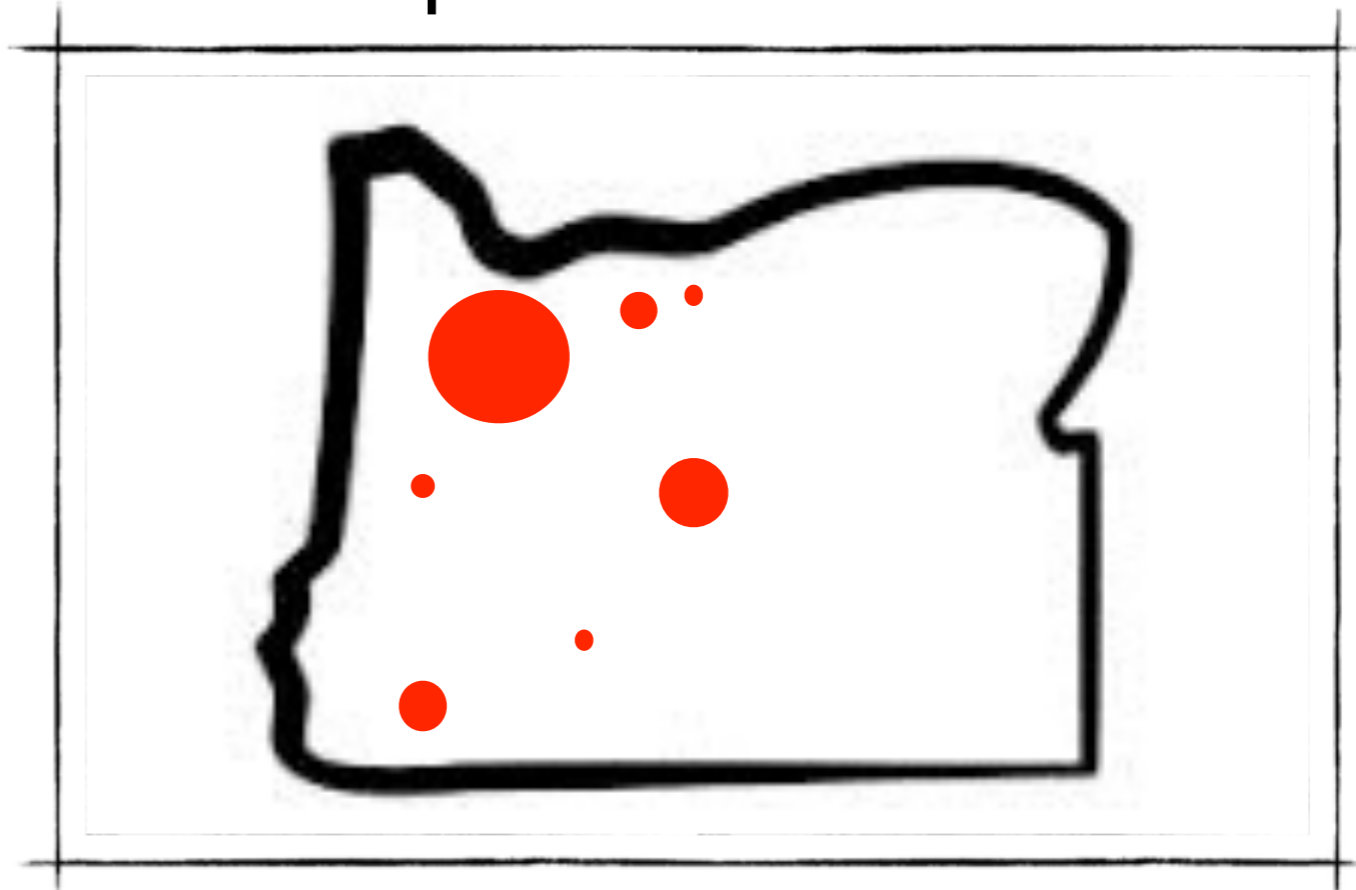
## On the 'Wild' Movie Trail in Oregon



Clockwise from left: hikers on a trail that leads to Tom, Dick and Harry Mountain in Oregon, where a scene from the movie "Wild" was filmed; Reese Witherspoon in the movie; a view of Newberry National Volcanic Monument, near where another portion of the movie was filmed.

THOMAS PATTERSON FOR THE NEW YORK TIMES; ANNE MARIE FOX / FOX SEARCHLIGHT PICTURES

By **TIM NEVILLE**  
DECEMBER 5, 2014



- 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.



# The Interactive Economy in Oregon

| State         | Developer Group<br>Direct Employees | Direct + Indirect<br>Employees | Average<br>Compensation | Economic<br>Contribution to<br>State |
|---------------|-------------------------------------|--------------------------------|-------------------------|--------------------------------------|
| California    | 10,201                              | 63,718                         | \$103,071               | \$2.78 billion                       |
| Texas         | 3,834                               | 17,878                         | \$101,349               | \$764.9 million                      |
| Washington    | 2,794                               | 12,833                         | \$99,964                | \$595.2 million                      |
| New York      | 1,267                               | 8,137                          | \$94,924                | \$378.5 million                      |
| Massachusetts | 1,137                               | 4,174                          | \$93,174                | \$179.6 million                      |
| Florida       | 1,007                               | 4,601                          | \$89,540                | \$171.5 million                      |
| Illinois      | 877                                 | 4,032                          | \$92,453                | \$158.6 million                      |
| Pennsylvania  | 617                                 | 2,142                          | \$87,922                | \$83.1 million                       |
| Oregon        | 552                                 | 2,359                          | \$91,130                | \$111 million                        |
| Colorado      | 552                                 | 2,984                          | \$87,922                | \$107.1 million                      |

Source: Entertainment Software Assoc.

**OREGON  
FILM**