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The Honorable Representative Phil Barnhart, Chair
House Revenue Committee
900 Court Street
Salem, OR 97301

Routed to: lro.exhibits@state.or.us

RE: SB 1507A – Support of provisions relating to film production development contributions

Dear Chair Barnhart and members of the committee:

The City of Eugene supports the expansion of the Oregon Production Investment Fund, which is currently included in SB 1507A, scheduled for a public hearing before your committee.

The City of Eugene recognizes the economic benefits of media production in our communities. Oregon site selection incentives are a smart business investment that has an immediate and substantial return on investment. Over the years of the City's support, I have seen great impacts from the Incentive Fund and the Oregon Film and Video Office: jobs, jobs, jobs---for production crews, talent, and related opportunities abounding for many Oregonians, including those from Eugene. Eugene has a great talent pool here who find it easy enough to travel to Portland or other areas when the commercial activity is not occurring in Eugene per se.

I also believe that the Oregon Film and Video Office is making great strides in their effort to send incoming filmmakers to other parts of Oregon by creating location-siting teams, working with staff in other cities and counties than Portland, producing Oregon filmmaking videos that portray the vast amount of sites outside of Portland, and working directly with related agencies, such as the US Forest service. Lastly, there are the TV commercials, a great many filmed outside of Portland—employing many Eugene production staff.

Since the introduction of the Oregon Production Investment Fund (OPIF) in 2005, Oregon Film has tracked the economic activity directly attributed to this program rising from just below \$10M per year, to now more than \$170M per year, while the number of tracked jobs has climbed from just 500 in 2005

to more than 3000 tracked in the last fiscal year. More than 100 individual projects and countless local companies and producers have been directly assisted with their work in Oregon over the last decade.

Unfortunately, Oregon's current incentive is overshadowed by Vancouver BC's provincial and federal rebate programs and other offerings here in the U.S. such as Washington's 30%, New Mexico's 25% and Utah's 20% rebates.

Without a robust incentive program, Oregon and the Eugene region will be at a severe disadvantage, and losing millions of potential production dollars. These dollars will go to other states with more robust and lasting incentive programs. We have so much to demonstrate the success of the Oregon Production Investment Fund - from the multi-year television series currently produced in Oregon such as *Portlandia*, *Grimm*, and *The Librarians*.

In addition, the resident incentive program (OPIF) has benefitted Eugene-based film companies such as the feature film *Tracktown* and various projects from game development company Pipeworks. We are especially excited about a new element which will incentive media productions to site their film and video work outside of the Portland metro area.

Thank you for your consideration of our comments and our support of the film incentive provisions of SB1507A.

Sincerely,



Pam Berrian
Telecommunications and Cable Program Manager