



February 20, 2017

207 NW Park Avenue Portland, OR 97209 Phone: 503.222.0025 www.r2cgroup.com

Dear Members of the House of Representatives,

My name is Michelle Cardinal and I am the CEO of R2C Group based in Portland. I am writing to request your support of HB2244A for the Greenlight Oregon Labor Rebate (GOLR).

I founded my company in 1998 and we are now the second largest advertising agency in the State of Oregon and one of the largest producers of TV commercials in the country. In 2016 R2C Group produced 23 national television campaigns of which 19 were filmed in the state of Oregon.

The Greenlight Oregon Labor Rebate (GOLR) has had a significant positive impact on ours and many other businesses, the Oregon film and production community and the state of Oregon itself including;

- Large Productions drive Brand Awareness for Oregon – the GOLR has not only attracted large TV productions to the state from its nationally known TV Shows Grimm, Portlandia, The Librarians and Leverage, but these shows have created “free national media” for the state generating massive positive brand awareness and driving tourism to the state. This benefits not only the production community but also the travel and tourism industry here at home.
- TV Industry Expertise in Oregon creates Jobs - attracting world-class production talent to our community has resulted in bringing more experienced and talented resources for our agency and resulted in training existing legacy employees in a new craft. These top notch resources have contributed to the quality of our commercial work and bring nationally known companies as our clients like Humana Healthcare, Bissell, Microsoft, Kimberly Clark and others to the state to do business.
- Keep Jobs in Oregon - more local production resources allow us to shoot and produce more commercials in the state of Oregon instead of having to go to cities such as Los Angeles or Vancouver, Canada.
- Small Businesses Prosper - R2C Group films all over the state of Oregon helping many small businesses thrive and prosper this includes shooting in State and City Parks (permit fees), utilizing services such as restaurants, hotels, local merchants used for art direction, wardrobe, as well as equipment providers for lighting, sound, electrical and photography.
- Thriving Freelance Community - Because of the GOLR my company and many others are a major employer of production freelancers as well as full-time creative and production staff in Portland.

I would like to ask for your continued support of HB2244A so that the Oregon film and production community can continue to thrive and agencies like R2C Group can benefit from the diversity and depth of film resources here in Oregon which in turn supports our local economy.

Sincerely, -

A handwritten signature in blue ink that reads 'Michelle Cardinal'. The signature is fluid and cursive.

Michelle Cardinal

CEO & Founder