

# GREENLIGHT OREGON LABOR REBATE PROGRAM

## OREGON MEDIA PRODUCTION ASSOCIATION

### HB2244A

"Greenlight Oregon" is a labor rebate incentive fund paid to projects/producers that incur \$1M or more in actual expenses for film, commercial or television show production in Oregon. Production companies engaged in multiple commercial production shoots in the state during the calendar year can "aggregate" these projects in order to qualify for the \$1M qualifying spend threshold. The labor rebate is equal to 6.2% of the payroll.

GOLR is the only incentive program which aids in the production of commercials and is used by creative production agencies to produce commercial and branded content in Oregon year-round. It is estimated that more than 100 commercials were shot in Oregon during 2015. Oregon continues to be a destination for out-of-state agencies for commercial shoots, while simultaneously being the home to a growing number of creative agencies. GOLR is also utilized by indigenous and out-of-state productions like "Grimm," "Portlandia" and "The Librarians."

"[This program] support[s] Sockeye's marketing expansion...to offer similar services to global brands, of which we believe will yield much more creative work for our Oregon-based creative community." - Andy Fraser, Co-founder of Sockeye. Offices in Portland and Amsterdam

**GOLR is an instrumental recruitment tool.** An award winning animation company moved its operations to Oregon; created a permanent studio and is employing a permanent workforce to produce a popular, award winning animated series that has national and international distribution.

**GOLR is contributory toward creating a balanced incentive program** which imports work to Oregon as well as entices productions to stay in Oregon.

**GOLR + OPIF is integral in Oregon's ability to compete with more than 30 States in the US** who offer production incentives. These incentives are directly responsible for production spending that is being tracked in the 2015-2017 biennium. Oregon's creative media incentive programs, coupled with our award winning talent and unparalleled beauty.

## **GOLR + OPIF (FACTS + FIGURES) = REVENUE FOR OREGON**

1. x17 increase of tracked production spending in the last 10 years
2. 69% increase in media sector employment over the last 5 years
3. Help sustain over 3000 jobs and nearly 400 Oregon-based companies
4. More than \$350M of tracked spending for the current 2015-2017 biennium between film, television and commercial productions

Please support of HB2244A for the continuation of Greenlight Oregon Labor Rebate Program.

For more information on GORL or any of Oregon's Film Media incentives, please contact

Janice Shokrian, Executive Director of OMPA 503.228.8822

Tim Williams, Executive Director of the Oregon Film Office 971.254.4021

Oxley & Associates 503.241.3155

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In FY 2015-2016 **GOLR**, on its own, paid out \$1M in incentives to 8 different commercial production companies which **generated \$20M in labor and supported 500 full time jobs producing more than 300 commercial campaigns.**

Over the last 10 years the in-state spend associated with these Oregon commercial production companies has grown 10x and the job numbers have doubled. **We generally see a 10%-20% growth rate with these companies on a year-to-year basis** over that same time period.

"In total, incentives paid in FY 2015-16 approached \$15 million, funded primarily by tax credit auction and Oregon Lottery funds. Although most state incentive funding is given to productions that are not based in Oregon, about 90 percent of the income that follows accrues directly to Oregon workers and businesses. In turn, that income stimulates additional employment, income, and economic output in the state. **Incentivized productions directly provided over 1500 above-average wage jobs and an annual average total of \$93 million in income to Oregonians working in the industries between 2012 and 2015.**"

*The Media Industry in Oregon: Incentive and Impact Analysis  
Northwest Economic Research Center College of Urban and Public Affairs  
December 2016*

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## GOLR x RESULTS= REVENUE FOR OREGON

The award-winning animation company ShadowMachine relocated to Portland during 2015 due, in large part, to the animation talent pool which exists in Oregon and the Greenlight Oregon Labor Rebate program. **ShadowMachine now employs 30-50 people on a full-time basis and have a 20,000 sq foot permanent animation studio in NW Portland.** Their most recent series for Comedy Central, "Jeff & Some Aliens," is being completely produced here in Oregon with a local workforce.

## GOLR YIELDS REVENUE