

SHADOW MACHINE

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March 19, 2021

House Committee on Revenue
900 Court Street NE
Salem, Oregon 97301
Attn: Rep. Nancy Nathanson, Chair

RE: HB3244 – 2021 Regular Session – Relating to Economic Incentives for Film Production

Dear Committee and Chair Nancy Nathanson:

I write to you today in support of expanding the Oregon Production Incentive Fund from \$14 Million to \$20 Million Dollars.

I have been employed in Legal & Business Affairs in the animated feature film and television production industry in Oregon for ten (10) wonderful and continuous years, first at LAIKA beginning in 2011 and with ShadowMachine since 2019. We are blessed that ShadowMachine opened the Portland studio because the Portland metro area is home to the largest and most acclaimed stop-motion animation artisan communities in the entire United States. And, the animation industry has been showing a consistent market growth of 2-3% year over year, even further, the market for streaming animation is growing at an annual rate of 8%. Hence, Oregon sits in a special place to meet this increasing demand for animated content.

Moreover, my career here has allowed me to purchase multiple homes, send my kids to private and public schools and now to university in Oregon (one is a Freshman at UofO and the other will be in the Fall!). This is made possible by the Oregon Production Incentive Fund because, we work with production and finance partners that can place their projects anywhere in the world. That said, a material consideration for choosing where to place a production is the availability of production incentives in the state. Oregon, while providing much less in incentive programs offered in other states, plays an important role in the animation industry and therefore has an opportunity to keep this industry continuously employed here at home, to meet a growing demand, and allow this community of artists to continue its investment in the infrastructure of this state.

I implore you to pass HB3244 and provide increased opportunities for more Oregon-made content!

Respectfully yours,



Rosemary Colliver
Head of Legal &. Business Affairs