

March 22, 2021

Chair Nathanson, Vice-Chair Pham, Vice-Chair Reschke, and members of the committee.

My name is Janelle Bynum and I represent House District 51, which includes East Portland, Damascus, Gresham, Boring, North Clackamas, and Happy Valley. I am here to testify in support of HB 3244.

Oregon's economy has been impacted by the COVID-19 global pandemic. Job loss has been experienced by one too many and some Oregonians are wondering how they will endure during this critical time. We need to be bold in stimulating Oregon's economy and creating new sources of revenue and income for Oregonians. HB 3244 does that.

HB 3244 would increase the maximum amount of tax credits so that the state can capture a larger amount of film production work. In addition, an increase in the Oregon Production Investment Fund (OPIF) program funding also means a proportional increase in funding for the two programs that focus solely on lower budgeted local productions (L-OPIF) as well as regional production work (R-OPIF) both of which work with more than 20 projects every year.

It's important to note that spending and jobs recorded in Q3 and Q4 of 2020 for the film and media industry in Oregon rebounded to the same level as the same quarters in 2019, prior to the pandemic.

This bill would also have many different positive impacts on Oregon's image, and economic recovery.

- Two series - CHAD and SHRILL - utilized stage space in District-51 that has also hosted previous productions and remains one of our most used and largest stage spaces for our industry. Together, these two projects spent close to \$35M in Oregon and provided over 300 jobs to local cast and crew in a safe and healthy manner during the pandemic, providing knock-on economic activity to small businesses that provide hotel rooms, house rentals, cameras, equipment, rental cars, dry cleaning, and catering, amongst many others.

- These projects, along with other recent productions like TOP CHEF and THE BIRCH, are creating marketing content for the State during a time when that is desperately needed - showcasing cities, towns and talent to a worldwide audience through platforms like Hulu, Netflix, Facebook, and NBC - something everyone is viewing during this period of isolation.

- Oregon Film often has to turn projects away because our funding runs out. There are many factors that make production go to another state to shoot, and some end up not shooting at all, but a rough estimation of spending on projects that contact Oregon Film but end up going elsewhere is in the range of \$75M to \$175M annually.

I am so excited to support the arts, show off our beautiful state, and look forward to Oregon becoming the preferred home for the film industry.

For all of these reasons, I ask you to support HB 3244.