



Senate Finance and Revenue
900 Court Street NE
Salem, OR 97301

January 27, 2021

Dear Senate Finance and Revenue Committee,

My name is Lana Veenker, and I am the president of Cast Iron Studios, founded in Portland in 1999. We provide principal casting for films, TV series, commercials, print advertising, and new media, on projects shooting throughout Oregon, using local on-camera talent and crew.

I am urging you to **vote YES on SB43** (labor rebates and tax credits for media production).

When the Oregon Production Incentive Fund (OPIF) was first established, out-of-state productions began choosing Oregon over other states and territories that also offered production incentives, and **our company saw an immediate increase in revenue.**

Even though OPIF is modest compared to many other programs, the strength of our homegrown talent base, along with Oregon's varied locations (not to mention the quick flight from Los Angeles, with no sales tax, time-zone changes, or border crossings to deal with), made our state an attractive new production hub.

This allowed the kinds of jobs we *want* in Oregon to flourish: well-remunerated **creative, green and high-tech jobs** of the future, alongside traditional jobs for carpenters, electricians, truck drivers and more, earning **union wages with overtime and benefits.**

Even though we are busy, we are often jumping from project to project, and things can sometimes feel uncertain, especially as OPIF and the Greenlight Oregon Labor Rebate program (GOLR) near their sunset every few years. **A multi-year program is essential to providing us with job stability**—like we had on projects like *Grimm*, *Leverage*, *The Librarians* and other TV series in recent years. Those large, multi-season productions are what have allowed me and my staff to **buy houses, provide for our families and start planning for retirement.**

We would love to land another long-term series, but **we need your help** to ensure we can attract them. Producers want to know that our incentive program is going to be around before they commit to shooting here.

Please **vote YES on SB43.** OPIF has been wildly successful at doing exactly what it was designed to do: attract productions to shoot all over our state, using local cast and crew. **We depend on it for our livelihoods.**

Thank you in advance for your support of our vibrant industry.

A handwritten signature in black ink that reads "Lana Veenker". The signature is fluid and cursive, with the first name "Lana" being larger and more prominent than the last name "Veenker".

Lana Veenker
President
Cast Iron Studios