

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

January 27, 2021

Dear Senate Finance and Revenue Committee,

My name is Kenji Sugahara and I am a drone pilot in the film and television industry. I am also one of the Oregon Tourism Commissioners. I am writing you today as a private citizen, and would like to urge you to vote YES on SB43 pertaining to labor rebates and tax credits for media production.

A strong media production economy has a positive economic impact that reaches far beyond the film and television production economy. When productions come to our state, people stay in our hotels and eat at our restaurants. Productions rent cameras, they rent equipment, they employ local talent, and they use local people to work their productions. They return money to our local economies and have an outsize impact on many of our rural areas.

Not only do productions bring jobs and money, many of the movies that are based in Oregon induces tourism to our state. We had the opportunity to visit Cascade Locks during one of our last in-person commission meetings. A US Forest Service ranger told us a story during a hike that they had to put stones around the road by the Bridge of the Gods Trailhead on the Pacific Crest Trail. Too many people were parking there because they were drawn to the spot by the movie, "Wild" starring Reese Witherspoon. You hear other stories of people being drawn to Astoria because of the movie "The Goonies" and Brownsville because of the movie "Stand by Me." People are even drawn to Portland because of the show "Portlandia." As you can see, popular culture driven by Oregon based productions has an impact on tourism.

With competition high among states, it is crucial that these programs continue to support production and media jobs so we remain competitive and continue to draw television shows, movies, and commercials. Thank you for your time.

Sincerely,



Kenji Sugahara
Chief Pilot
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