



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

January 27, 2021

Dear Senate Finance and Revenue Committee,

I'm writing to urge you to **vote YES on SB43** pertaining to labor rebates and tax credits for media production.

I serve as the Executive Director of the Oregon Media Production Association which represents thousands of professionals, vendors and service providers in the media production industry. I see firsthand how having a tax incentive program here in the state supports living wage jobs with our industry. Additionally, productions spend across industries including tourism and hospitality. The fact that the production industry brings these dollars into hotels and restaurants now during a pandemic as well as previously during the recession, demonstrates how this industry can support the state's economy and its recovery. In addition to the immediate economic benefits of production spending across the state, our industry shows Oregon on-screen in a positive light, helping to provide ongoing marketing of Oregon as a destination to a global audience.

When we have a long term program in place, we can attract the television series, animation projects and games projects that take many years to develop. If we do not have this program in place, we will lose productions to the other states.

Please vote yes on SB43 to extend these critical programs for our local production industry.

Many thanks,

Lisa Cicala

Executive Director, OMPA

Portland, OR