

February 17, 2021

House Committee on Economic Recovery and Prosperity  
900 Court St., NE  
Salem, OR 97301

Re: Support for HB 3010

Chair Lively, Vice-Chairs Cate and Kropf and committee members,

Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers. This includes enhancing economies throughout the state by helping communities better leverage the state's multi-billion dollar tourism industry. It also means working together with partners, such as the Oregon Film and Video Office (Oregon Film), to support arts and culture initiatives that enhance the visitor experience while also enriching Oregonians' quality of life.

Oregon Film is one of Travel Oregon's strategic partners in supporting the state's arts and culture industries. As a key driver of the tourism industry, Travel Oregon strongly supports HB 3010, which requires media production companies seeking reimbursement under Oregon Production Investment Fund programs to perform certain actions related to diversity, equity and inclusion (DEI) with respect to production for which reimbursement is sought. Travel Oregon is committed to helping Oregon become a more equitable destination – a place where all who travel the state, including Oregonians, can enjoy their journey and feel welcome.

In 2018, Travel Oregon committed to advancing equity in our own work. In 2020, we re-evaluated our efforts and revised our strategic plan to prioritize and integrate DEI into our programming so we can, alongside our partners, work to make Oregon a more welcoming destination. This is just the beginning for Travel Oregon and we applaud Oregon Film for working with Representative Smith Warner to introduce this important piece of legislation, recognizing that policies like this are paramount to support longer-term changes to continue connecting incentive programs, such as the OPIF, to DEI hiring practices and the support of minority owned businesses. Implementing policies such as the ones created by this bill are paramount to supporting longer-term efforts that begin to undo systems of oppression. This work is also inspirational to other agencies, such as ours, and encourages us to examine our own policies and programming. We recognize this work is long overdue, and the opportunity to reset and reaffirm our values as a state and an industry is critical.

The pandemic disproportionately impacted minority owned businesses and communities of color. This bill helps aid in targeted recovery efforts for minority owned businesses and individuals and to continue driving employment opportunities for Oregonians. As such, Travel Oregon strongly supports HB 3010. Please don't hesitate to contact me if I can be of further assistance.

Sincerely,



Todd Davidson  
CEO, Travel Oregon