



Joint Ways & Means Subcommittee on Transportation and Economic Development  
900 Court Street NE  
Salem, OR 97301

March 1, 2021

Dear Joint Ways & Means Subcommittee on Transportation and Economic Development:

I'm writing to ask that you approve the 2021-23 operating budget for the Oregon Film and Video Office. It is modest but vital to maintaining a strong production industry here in Oregon.

As the state's trade association for film and media professionals, OMPA, we work closely with Oregon Film and see firsthand how its work benefits our local creative industries. This office is critical to maintaining the strong production ecosystem that we've built here over the last decade. We cannot afford to lose our momentum with the jobs and economic spending this industry generates for the state.

### **Agile & Future-Forward**

In the height of the pandemic last year, Oregon Film leveraged OMPA's statewide network to disseminate the Oregon Production Protocols for COVID-19. We partnered with unions and industry professionals to help thousands of Oregonians get back to work safely last summer. The return to work resulted in **\$60 million in direct spending** across the state in the second half of 2020. That includes the cost of **7,000 hotel nights** booked around Oregon by the television series *Top Chef*. This is just one example of how production generates revenue and jobs in multiple sectors.

### **Building Communities Statewide**

Earlier this year, Gold Beach in Southern Oregon loved a visiting production team so much, they presented them with a key to the city! Those kinds of positive experiences can mean decades of tourism revenue for small towns. We've seen this with Astoria and *The Goonies*, and Mt. St. Helens with *Halloweentown*.

Many of these productions are made possible by the Oregon Production Investment Fund (OPIF), which Oregon Film oversees and administers. Our state incentives encourage spending and reward hiring local professionals. Productions hire an average of 90% Oregonians, paying over \$25/hour.

### **Promoting Diversity, Equity & Inclusion**

In the last 3 years, Oregon Film has also helped directly place 11 individuals from underrepresented communities in paid positions on major sets like *Documentary Now!* and *Shrill*. Establishing this production pipeline is key to diversifying behind-the-scenes crew, and creating a more equitable and inclusive industry.

Please approve the 2021-23 operating budget for the Oregon Film and Video Office and help ensure our local film and television industry remains strong and competitive.

Regards,

A handwritten signature in black ink, appearing to read "Lisa Cicala", written in a cursive style.

Lisa Cicala  
Executive Director  
Oregon Media Production Association (OMPA)