

February 7, 2022
Representative Lively, Chair
House Committee on Economic Recovery and Prosperity
900 Court St., NE
Salem, OR 97301

Re: HB 4153 Creative Opportunity Fund

Chair Lively, Vice-Chair Cate & Members of the Committee:

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 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 the Creative Opportunity Fund (HB 4153), which creates a dedicated funding source to expand existing programs, provide trainings, generate business production in rural Oregon, support small businesses and develop workforce to support the state's growing media production industry.

Travel Oregon has partnered with Oregon Film on several cycles of the Outdoor Adventure Film Grant, which aims to help support and amplify stories and storytellers utilizing Oregon's outdoor spaces as a backdrop. Previous projects include "Our Trails Too," "Pedal Through," and "You Go Girl!," which recently premiered at the Sundance Film Festival.

Whether it is film classics like "One Flew Over the Cuckoo's Nest," or "Goonies," or an inspiring short documentary, film production in Oregon generates economic opportunities for Oregonians and drives tourism statewide. Film projects inspire Oregonians and visitors to get outside and experience iconic locations, while generating a sense of community pride, in turn enhancing local economies and contributing to arts and culture initiatives.

Travel Oregon strongly supports HB 4153 to ensure a dedicated fund to support grant opportunities and bolster local communities across the state, benefitting the state's continued economic recovery from the COVID-19 pandemic.

Please do not hesitate to contact me if I can be of further assistance.

Best regards,



Todd Davidson
CEO, Travel Oregon