



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

February 7, 2022

Dear Senate Interim Committee on Finance and Revenue:

I'm writing in support of SB1524 to increase the percentage of the tax rebate for film and television production to 20% for labor and 25% for goods and services. Oregon's rebate amount, on a percentage basis, is in the bottom third of all states that offer these types of incentives. This change is necessary to keep our state competitive with others in the region and continue to attract work and spending to Oregon.

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 an incentive program keeps work in and drives work to the state supporting thousands of living wage jobs. Additionally, productions spend across industries including tourism and hospitality, even during a pandemic. 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 competitive program in place, we can attract the television series, animation projects and games projects that create jobs and economic opportunities for Oregonians.

Please vote yes on SB1524 and 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)