

HB 3100 STAFF MEASURE SUMMARY

House Committee On Economic Development, Small Business, and Trade

Prepared By: Mary Mackie, LPRO Analyst

Sub-Referral To: Joint Committee On Ways and Means

Meeting Dates: 2/26, 3/19

WHAT THE MEASURE DOES:

The measure appropriates \$3.2 million to Oregon Business Development Department (OBDD) to develop unified trade strategy in collaboration with other agencies and stakeholders. It declares an emergency and is effective on passage.

Detailed Summary:

Directs OBDD to collaborate with the Port of Portland, the Oregon Tourism Commission, the Oregon Department of Agriculture, and other stakeholders to develop a unified trade strategy. Strategy should include hiring consultants to represent Oregon in foreign markets, supporting outbound and inbound trade missions, expanding the promotion of Oregon exports, and providing technical assistance to Oregon businesses impacted by tariffs. Appropriates \$3.2 million to OBDD to develop the strategy. Declares an emergency, effective on passage.

- *FISCAL: Fiscal impact issued.*
- *REVENUE: Revenue impact issued.*

ISSUES DISCUSSED:

- Existing resources to help businesses navigate trade.
- Additional local resources or agency involvement in the strategy.
- Inclusion of industries throughout the state.
- Trade strategies of other states.
- Impacts to the farming industry.
- Existing trade strategy and use of funding.
- Use of lottery funding.
- Measuring program outcomes.
- Challenges of sustaining funding.

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Oregon Business Development Department (OBDD), the Port of Portland, the Oregon Tourism Commission, and the Oregon Department of Agriculture (ODA) all currently work on trade strategy for the state. As the state's economic development agency, OBDD works with businesses on export market development strategies, helping them sell goods overseas. They also work with international recruiters and in-country representatives to attract Foreign Direct Investment to the state. The Port of Portland is the port district for the Portland metropolitan district. It includes four marine terminals, three airports, and five industrial parks. The Port of Portland plays a large role in trade for the state and has conducted a number of [Trade Studies](#). The Oregon Tourism Commission, also known as Travel Oregon, is a semi-independent state agency and is the official destination management organization for the state. They work to promote tourism to Oregon in both domestic and international markets. Global sales staff are active in Canada, Japan, South Korea, the United Kingdom, the Netherlands, Germany, and Australia. ODA works to promote, develop, and expand worldwide markets for Oregon's agricultural products.

HB 3100 STAFF MEASURE SUMMARY

They work closely with producers, cooperatives, and processors. They also organize overseas trade missions and host incoming foreign business delegates.

House Bill 3100 appropriates \$3.2 million to OBDD to develop unified trade strategy in collaboration with other agencies and stakeholders.