



February 12, 2025

Dear Esteemed House Committee on Economic Development, Small Business, and Trade:

My name is Ben Popp and I am the Head of Artist Services for the Portland Art Museum's Center for an Untold Tomorrow, previously known as the Northwest Film Center. I have been working for this wonderful organization for just about a decade now. In my time I have come to know many incredible film and media storytellers from our great state. These individuals are passionate about their craft, constantly fighting to find the ways and means to be able to present their work to audiences far and wide. This in turn puts more of a focus on Oregon as we are indeed home to so many incredibly talented individuals. Others from around the globe then wish to come and take part in our close knit community.

The services provided by the funds that HB339 provide allow for the continued growth of this community which allows filmmakers, animators, game designers, xr makers, podcasters, and those who cross all of these boundaries the ability to continue to learn, grow, support, and fund, further projects that continue to shed a light on the brilliant minds living in Oregon.

All of these forms of media not only come from the imaginations of an individual however, but from whole teams of individuals who come together to make a vision come to life. These unsung heroes are the life forces behind these creative projects who in turn are able to take work outside of the state on other projects. When this happens they are able to express to these crews around the world how wonderful Oregon is, how supportive it is for creatives and thus help guide these other media projects to our state, thus helping to drive further income into these workforces, businesses, and economy in general.

This begins with the very much needed support provided by this bill. We need a strong support system from the highest level showing that this multi-billion dollar industry matters here in Oregon. We need this support to trickle down to both those currently in the thick of it, to those who are just starting out and even to those who are dreaming of one day standing on a stage thanking their crews, friends, family, and great state for believing in their dreams. We need you.

Sincerely and Respectfully Yours,

Ben Popp
Head of Artist Services
PAM CUT // Portland Art Museum Center for an Untold Tomorrow