

19. Portland



A graphic for 'MovieMaker 2021'. It features a black camera icon with 'MovieMaker' written inside, followed by '2021' in white on an orange film strip background. Below this, the text 'BEST PLACES TO LIVE & WORK AS A MOVIEMAKER' is displayed in large, bold letters. The background includes a yellow film strip and a stylized city skyline at the bottom.

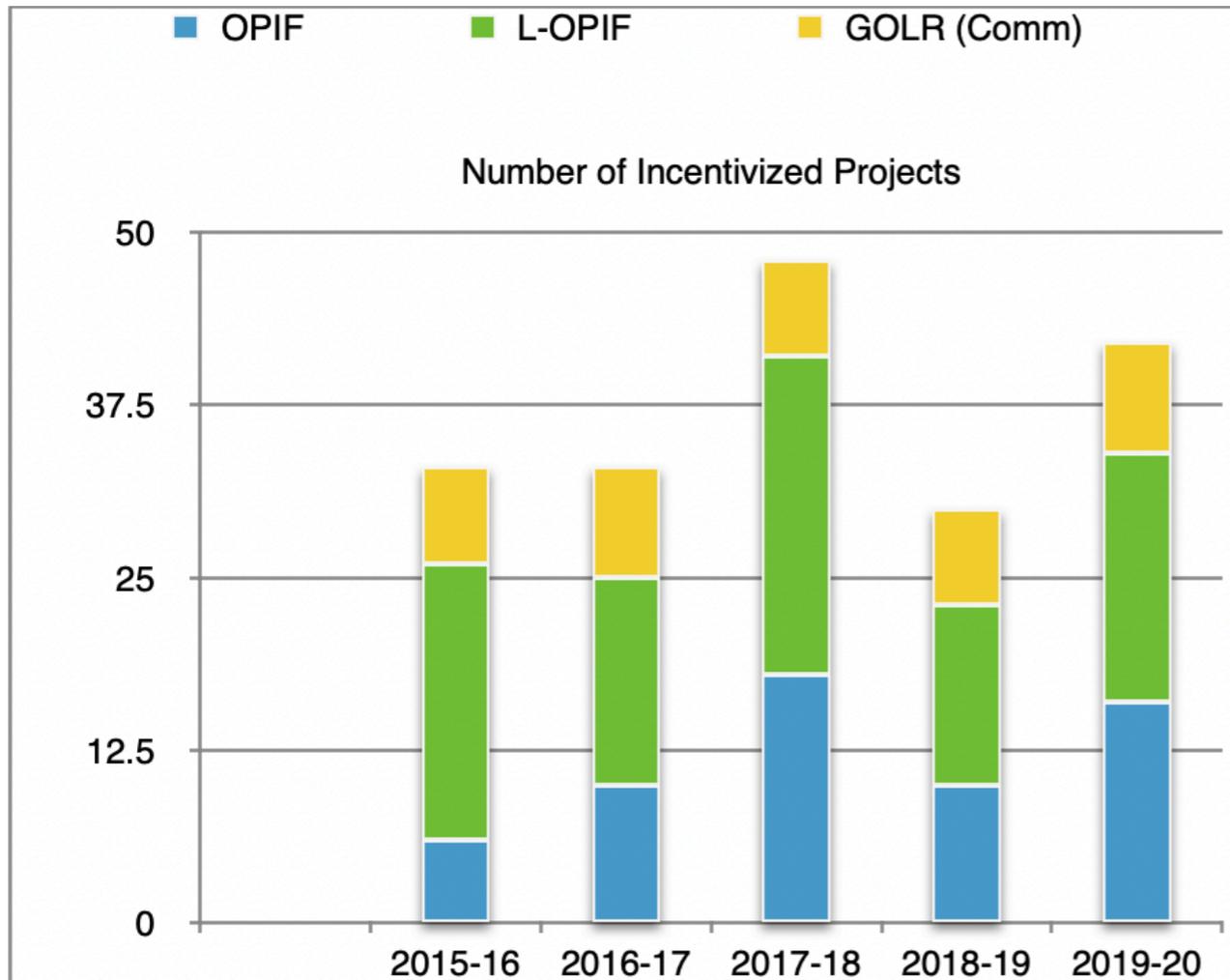
10. Ashland, Oregon



OregonFilm.org



Production Incentives



Tracked Incentivized Projects

Oregon Production Investment Fund (“OPIF”)
Local OPIF
Regional OPIF
Greenlight Oregon Labor Rebate

Biennium 2017-2019
\$280M of Tracked In-State Spending
8000 Tracked Jobs
64 tracked Projects
Development of In-State Commercial Production

FY 2019-2020
\$111M of Tracked In-State Spending
3000 Tracked Jobs
35 tracked Projects



Economic Development

Production Spending

Media productions spend far more in production than they receive in incentive payments, which totaled 13-16% of total spending by production companies in the fiscal years shown in Figure 2, below. (Figure 2). Altogether, incentivized projects spent more than \$550 million in Oregon between FY2015-16 and FY2019-20, with an annual average of \$138 million. The largest share of spending (53% to 61% per year, or \$66 million per year on average) was received by employees that reside within the state. Goods and services from Oregon vendors made up the majority of the remainder in production spending, and by the assumptions based on the 2016 report, 3% of production spending accrued to people working out of state.

The Media Industry in Oregon:

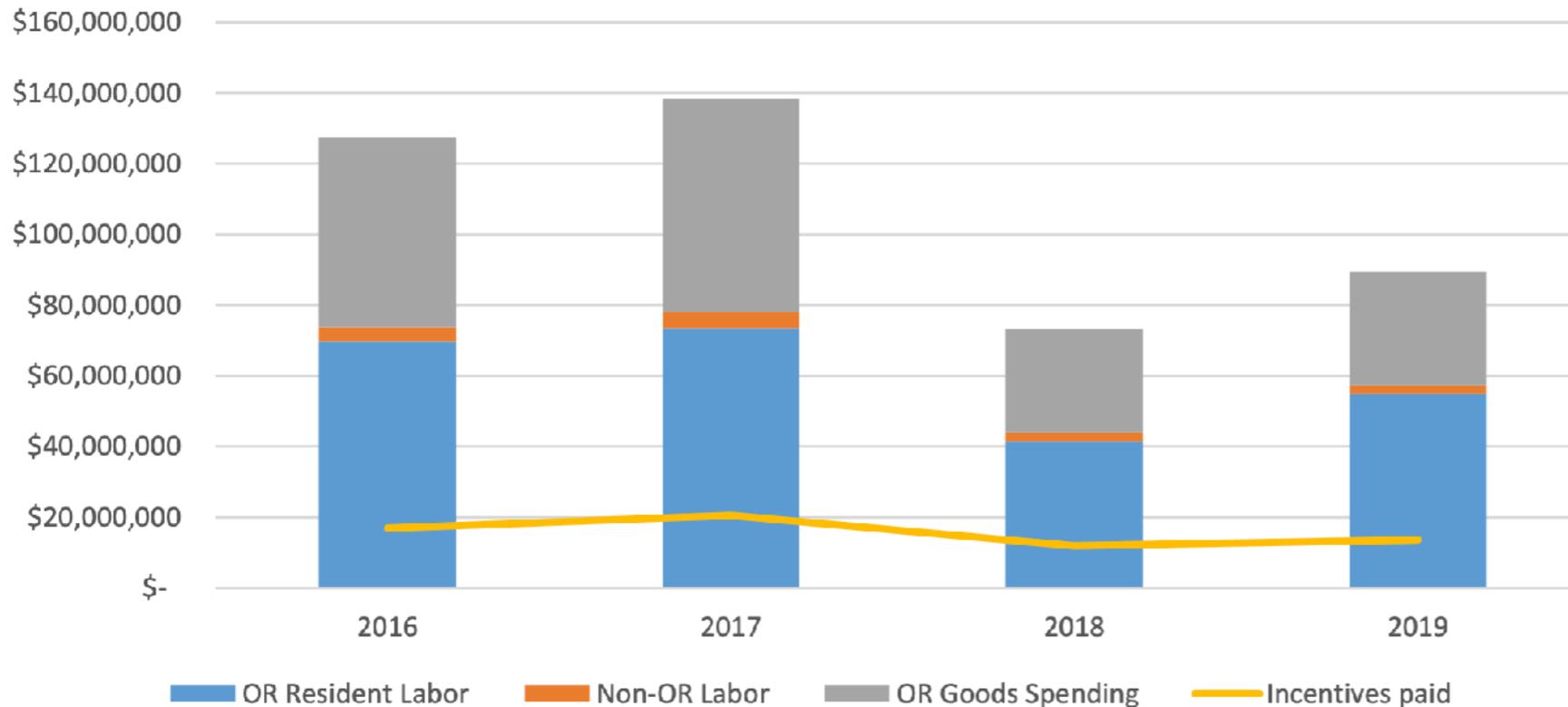
Incentive and Impact Analysis

2020 Update

NeRC

Northwest Economic Research Center
College of Urban and Public Affairs

Figure 2 – Production Spending vs. Incentives Received



OregonFilm.org

OREGON
FILM

Economic Development

The Media Industry in Oregon:
Incentive and Impact Analysis

2020 Update

NeRC

Northwest Economic Research Center
College of Urban and Public Affairs

Table 4 – Total Economic Impacts of Incentivized Media Production in Oregon

	2016	2017	2018	2019
Employment (OR Residents)	2,917	3,066	1,625	1,793
Labor Income (OR Residents)	\$139,764,462	\$149,703,396	\$145,184,958	\$92,453,195
Total Value Added	\$191,544,460	\$209,643,696	\$138,121,769	\$122,287,777
Output	\$522,215,193	\$546,693,889	\$292,120,649	\$322,195,958



OregonFilm.org

**OREGON
FILM**

Economic Recovery

Oregon Production 2020:

- Shut down in March 2020
- Protocols developed in April, first published in May
- Interactive and Animation projects begin to work remotely in April
- “Chad” (TNT) returns in July
- “The Birch” in August
- “Top Chef,” Untitled Netflix, “Shrill” (S3) in Sept



Life & Culture

‘Top Chef’ is back, and the new season is based in Portland

Updated Sep 30, 2020; Posted Sep 28, 2020

Aidy Bryant celebrates 'Shrill' Season 3 wrap: 'I love this cast'

-Associated industries positively impacted; rentals and purchases

Recovery

Q3 + Q4 2019 = \$65M in direct spending
Q3 + Q4 2020 = \$67.3M in direct spending



OregonFilm.org

**OREGON
FILM**

Economic Recovery

“The Birch” \$40+k in hotel spending in Columbia County

Untitled Netflix in unused Moda Center and Coliseum

“Shrill” and “Top Chef” spending in Maupin, Hood River and North Coast

“Top Chef” 7000 hotel room nights

Additionally, Bravo's reality program *Top Chef* has **finally chosen** Portland as its **filming location**. While that would have normally led to hotel stays for some cast and crew, the show needs to keep those people onsite during the pandemic, thus leading to over 7,000 room nights for that project alone.

“Top Chef” in unused Expo Center

Untitled Feature spending on Central Coast

Four Animated Features providing 400+ jobs



Guillermo del Toro's Portland-Filmed “Pinocchio” Adaptation Has Cast Some Huge Names to Provide Voices

Del Toro's adaptation of the Italian fable began production last year and has continued through the pandemic.



OregonFilm.org

**OREGON
FILM**

Future Stability & Longevity

Multi-year Program



2014-2018 - "The Librarians" 4 Seasons, average 425 jobs per year



2010-2018 - "Grimm" \$300+M in direct spending, average 400 jobs per year

2010-2018 - "Portlandia" 8 Seasons, average 155 jobs per year



2018-Current - "Shrill" 3 Seasons, \$60+M in direct spending



2018-Current - "Wendell & Wild" and "Pinocchio" 3 year production cycles, average 300 jobs per year each

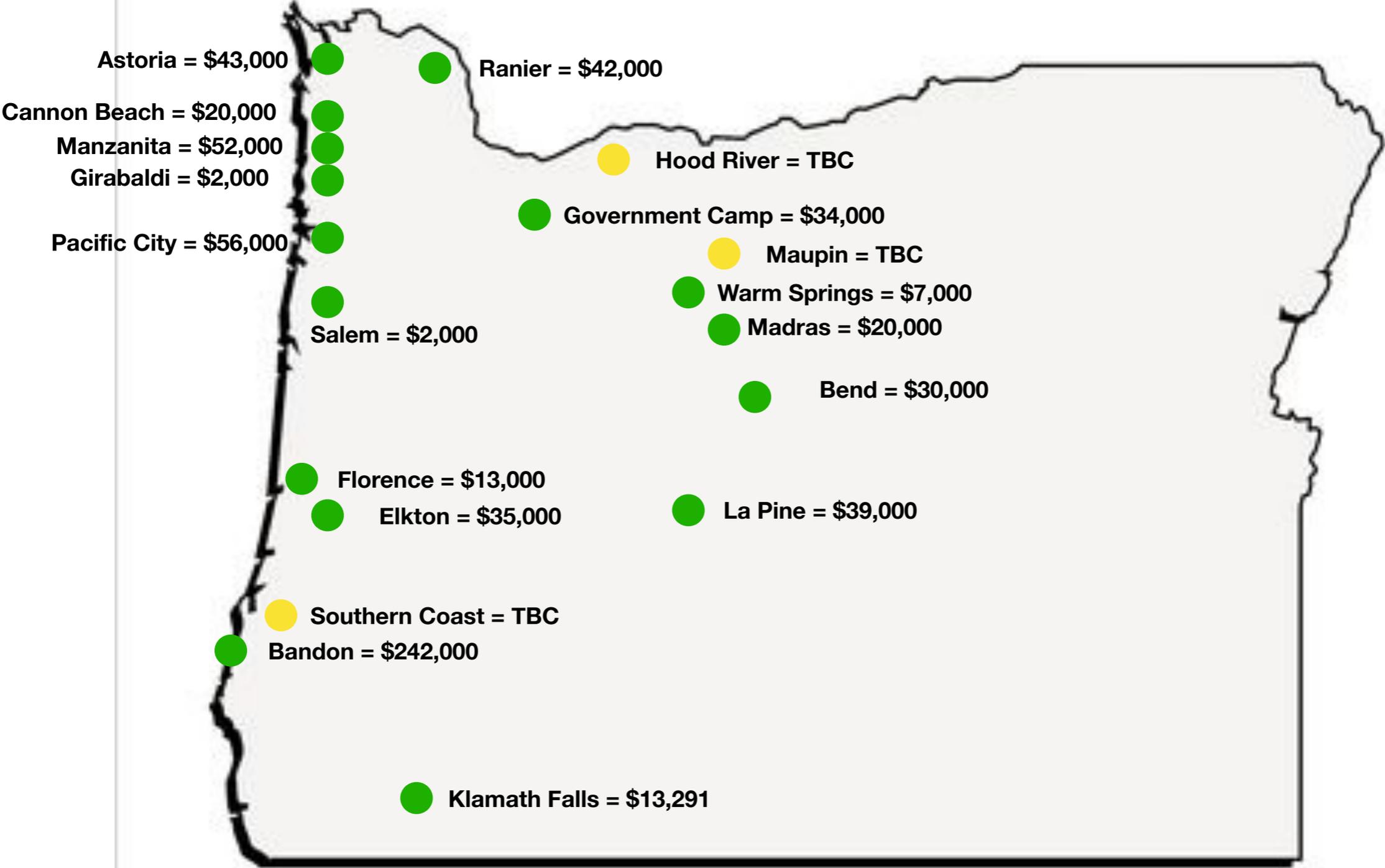


OregonFilm.org

**OREGON
FILM**

Economic Development: Regional Incentives

“On Location” R-OPIF Tracked Hotel & Accommodation Spending (2017-2020)



The “Long Tail” Benefits

Spending, Marketing & Tourism

- First: Immediate production spending - Oregon jobs and small businesses...

Life & Culture

Oregon TV and film production continues, with ‘Top Chef Amateurs’ and more projects observing safety protocols

Updated Dec 04, 2020 · Posted Dec 04, 2020



- Third & Ongoing: Post-premiere attention to Oregon to audiences internationally on an ongoing basis through many mass media channels.

- Second: “Premiere” rollout - focus on Oregon and Oregon’s talent and beauty...



Stand By Me Day July 23rd

@StandByMeDayJuly23 · Event



- “Film Tourism”

THE OREGON
FILM TRAIL

EXPLORE NOW (MAP LINK)

SOMETIMES A GREAT NOTION

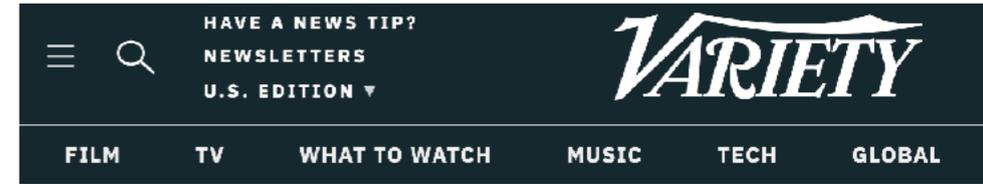
1971



OregonFilm.org

OREGON
FILM

Successful Premieres

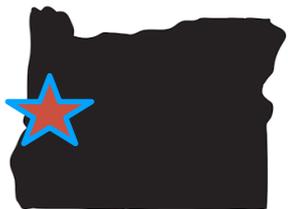


HOME > FILM > AWARDS

Dec 18, 2020 6:45am PT

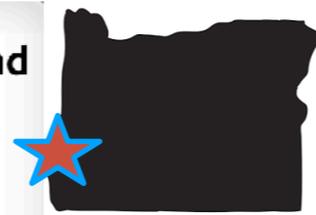
New York Film Critics Circle Winners Full List: 'First Cow' Takes Top Prize

By Clayton Davis



★ "The Rental" Topped Nationwide Weekend Box Office - 2nd #OregonMade Movie To Do So This Year!

Jul - 28 | By: Oregon Film | no comments. Edit



★ "PHOENIX, OREGON" Movie's Namesake, the City of Phoenix, OR, Wiped Out by Wildfire but the Producers Seek Funds to Rebuild

Sep - 14 | By: Oregon Film | no comments. Edit

In the evening of Tuesday, September 8, 2020, a fast moving wildfire swept through the town of Phoenix, Oregon burning hundreds of homes and businesses, leaving almost the entire town flattened.



OregonFilm.org



Tax Credit Policy Review

- These programs are working well and they are achieving the goals they were set-up to obtain.
- They allow Oregon to be competitive with more that 30 other states with similar programs focused on this industry.
- Oregon is in the bottom third of incentives rebated of all states with similar programs, but we have advantages that other states do not.
- Oregon generally plays itself onscreen which means that we are getting global marketing material as a bonus.
- Having a multi-year, stable program is of great value to producers and studios looking to produce multi-year projects such as television series and animation.
- Removing or scaling back on these programs would have an immediate effect on Oregon's ability to both retain and attract these projects.
- Extending the sunset date and increasing the capacity of the programs would yield more projects, more spending and more jobs.



OregonFilm.org

**OREGON
FILM**