

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 &amp; 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.

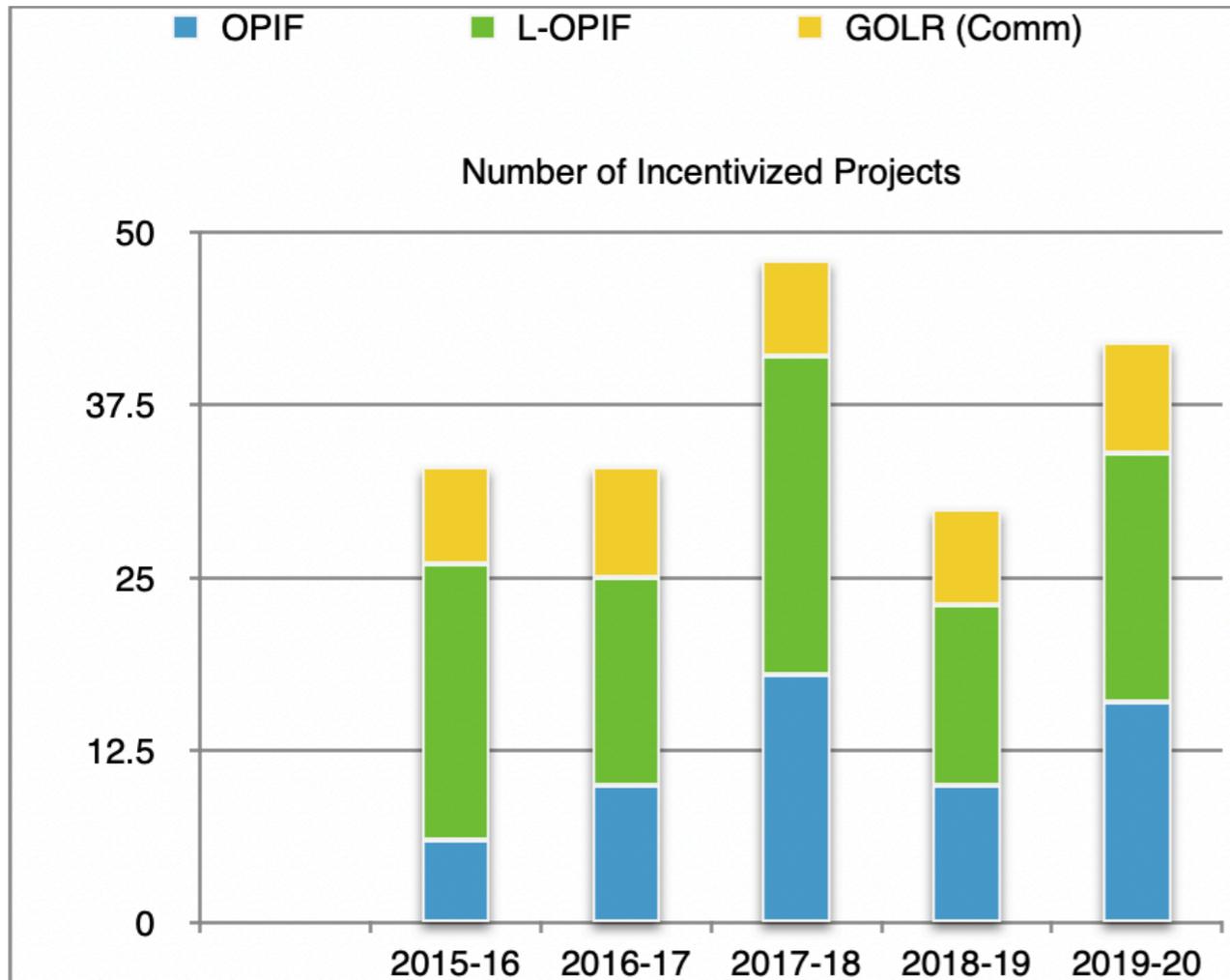
10. Ashland, Oregon



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# 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:

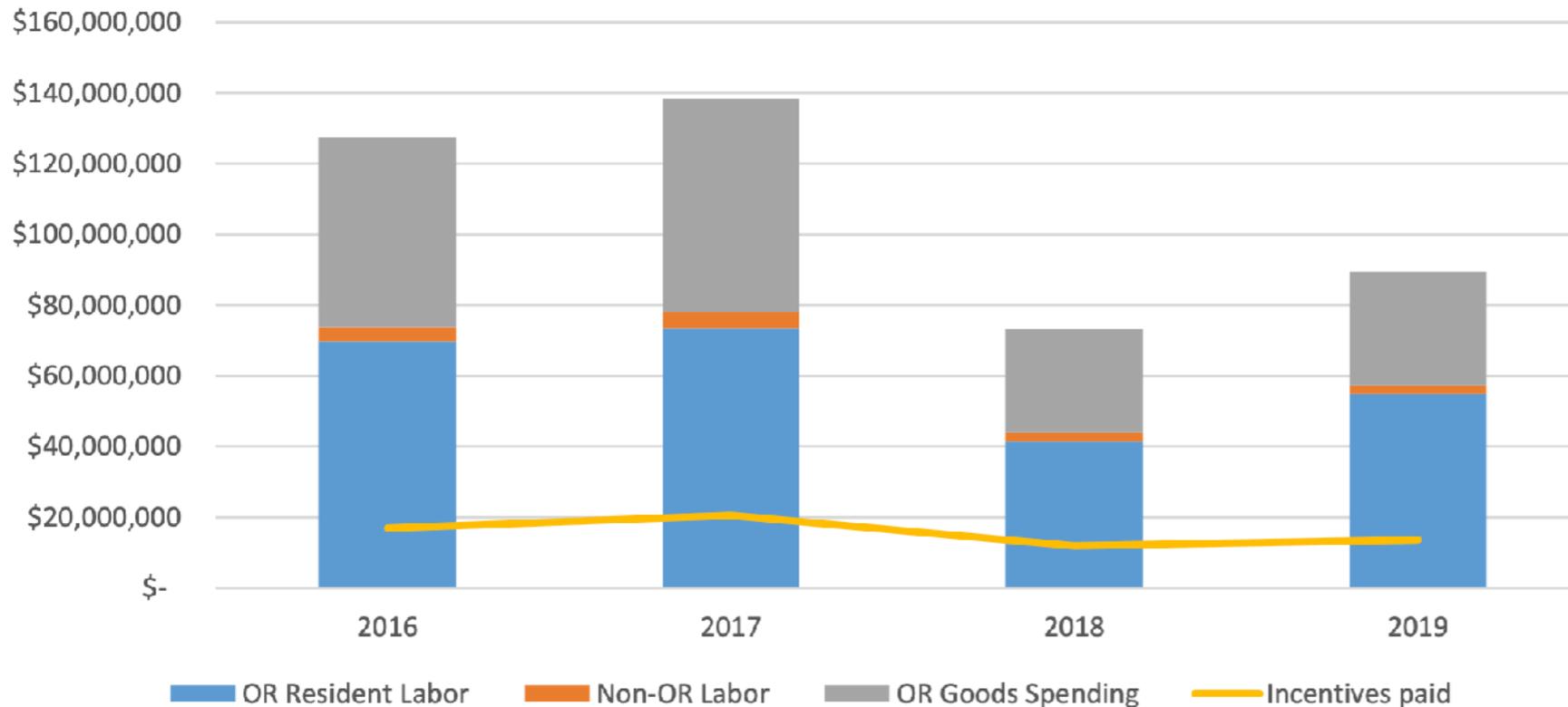
Incentive and Impact Analysis

2020 Update

NeRC

Northwest Economic Research Center  
College of Urban and Public Affairs

**Figure 2 – Production Spending vs. Incentives Received**



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# Economic Development

The Media Industry in Oregon:  
Incentive and Impact Analysis

2020 Update

NeRC

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

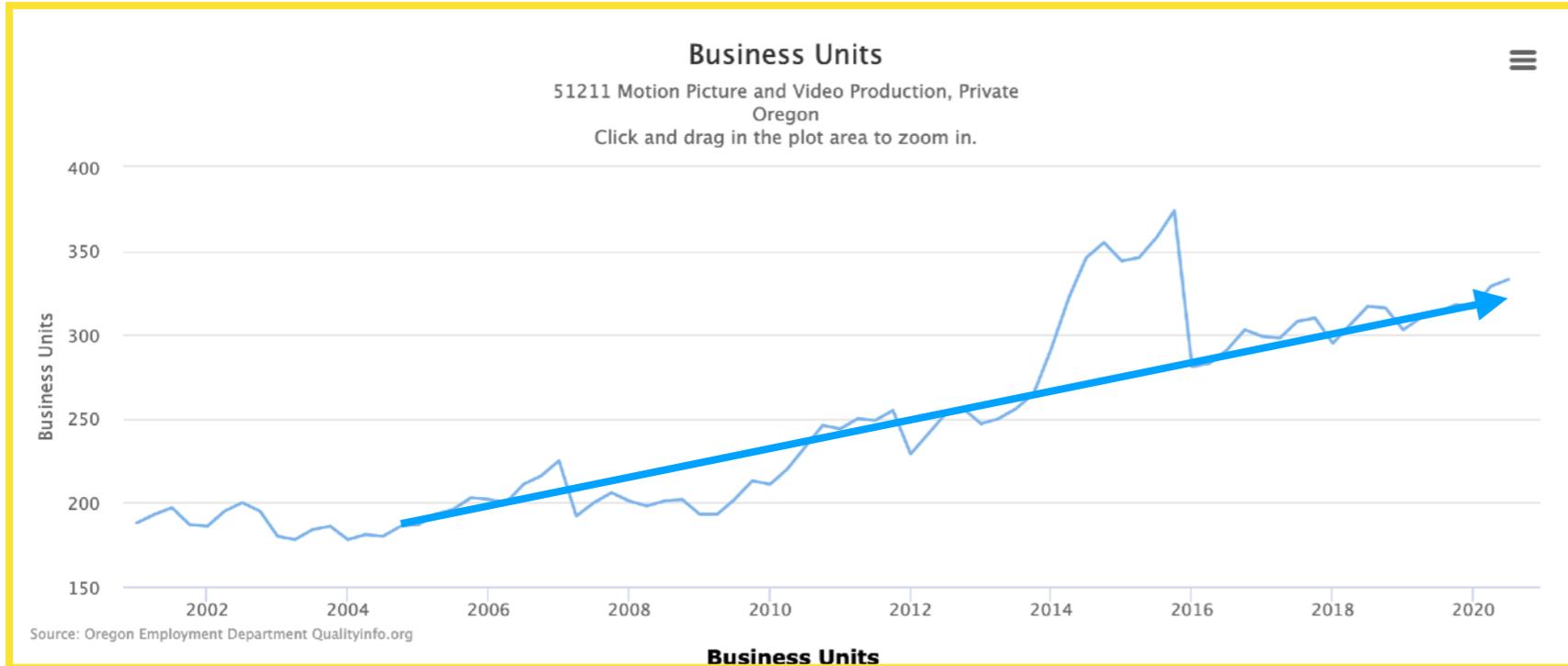
	2016	2017	2018	2019
<b>Employment (OR Residents)</b>	2,917	3,066	1,625	1,793
<b>Labor Income (OR Residents)</b>	\$139,764,462	\$149,703,396	\$145,184,958	\$92,453,195
<b>Total Value Added</b>	\$191,544,460	\$209,643,696	\$138,121,769	\$122,287,777
<b>Output</b>	\$522,215,193	\$546,693,889	\$292,120,649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



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# Wages and Small Business Growth



Source: Department of Employment



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# 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



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# 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.



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# Future Stability & Longevity

## Missed Opportunities

2018 - \$183M in actual spending, \$77M in “tracked” spending not captured



2019 - \$95M actual and \$176M not captured

2020 - \$111M actual and \$98M not captured



HOME / TV / SERIES ORDERS  
**'Leverage' Reboot Starring Noah Wyle Ordered By IMDb TV; Original Series' Team, 4 Cast Members Set To Return**

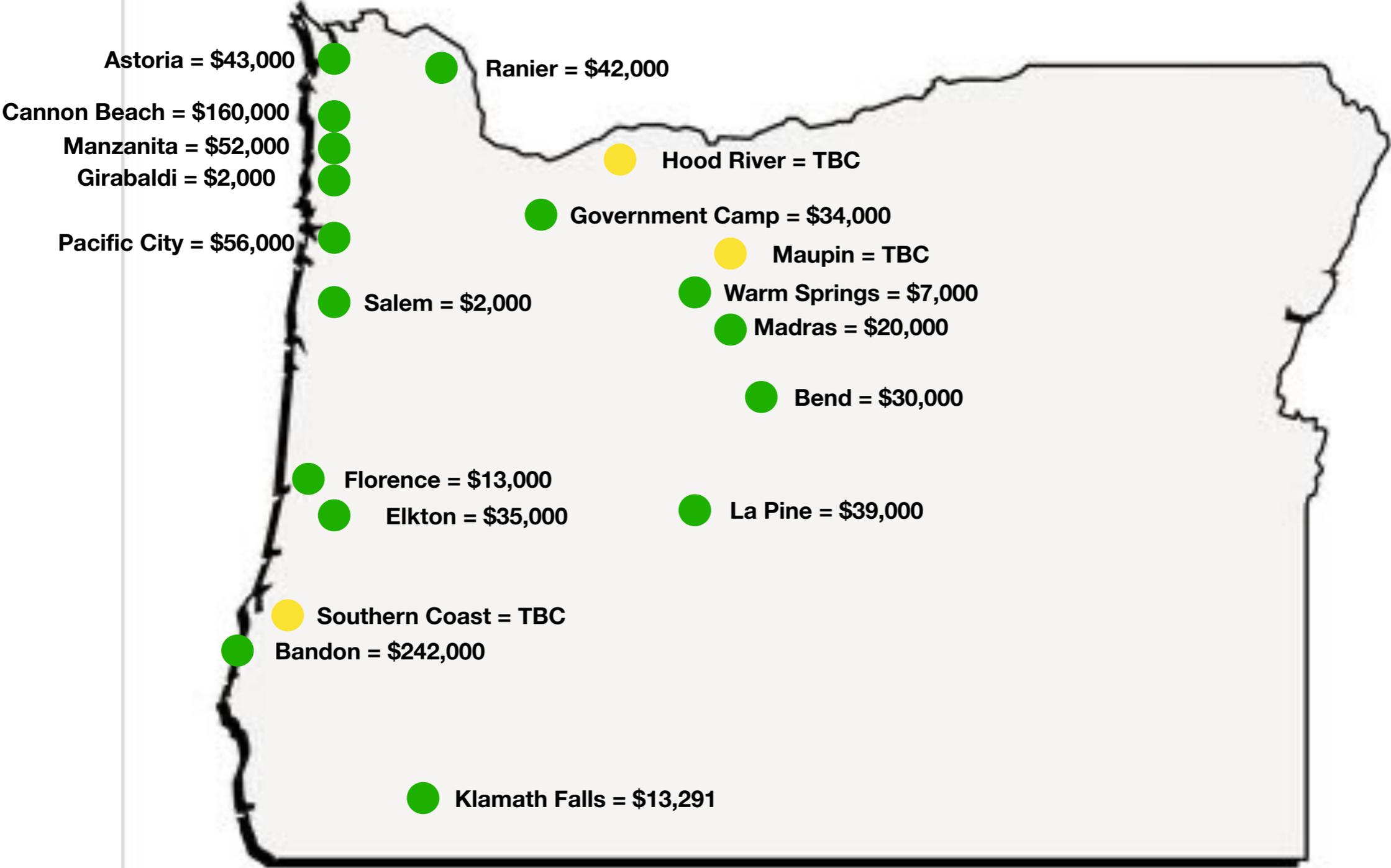


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# Economic Development: Regional Incentives

“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

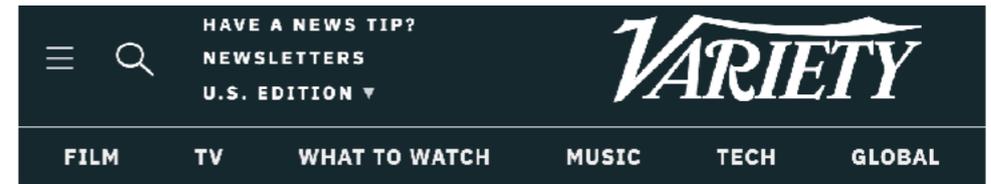
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# Recent Successes



HOME > FILM > AWARDS

Dec 18, 2020 6:45am PT

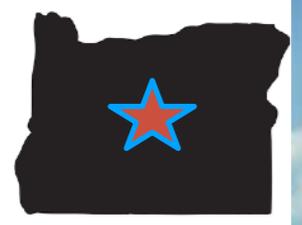
## New York Film Critics Circle Winners Full List: 'First Cow' Takes Top Prize

By Clayton Davis



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

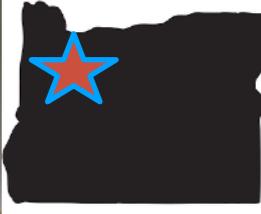
Jul - 28 | By: Oregon Film | no comments. Edit



## ★ "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.



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# 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.



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