

March 23, 2021

Representative Nathanson, Chair  
House Committee on Revenue  
900 Court St., NE  
Salem, OR 97301

Re: HB 3244 Support, Increasing maximum amount of tax credits for certified film production development contributions

Chair Nathanson, Vice-Chair Pham, Vice-Chair Reschke & Members of the Committee:

Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers. This includes enhancing economies throughout the state by helping communities better leverage the state's multi-billion tourism industry. It also means working together with partners, such as the Oregon Film and Video Office (Oregon Film), to support arts and culture initiatives that enhance the visitor experience while also enriching Oregonians' quality of life.

Oregon Film is one of Travel Oregon's strategic partners in supporting the state's arts and culture industries. As a key driver of the tourism industry, Travel Oregon strongly supports HB 3244, which extends the sunset of the labor rebate and tax credit for certified film production development contributions until 2030. In 2017, Oregon received an estimated 10 million overnight leisure travelers who visited cultural venues, including film locations, and participated in at least one art and culture related activity. That represents nearly 30% of overnight marketable trips to Oregon, annually.

In 2019, Travel Oregon awarded grant dollars to fund a portion of the Oregon Film Trail, a project that inspires Oregonians and visitors to get outside and experience iconic film locations. Visitors are encouraged to travel across the state, following the film trail, experiencing the magic of these Oregon communities, in turn enhancing local economies and contributing to arts and culture initiatives.

In 2020, we also worked with Oregon Film to bring production of the hit television series, Top Chef, to Oregon. This partnership brought more than 9,000 room nights to Oregon, employing hospitality staff and generating state and local transient lodging taxes. Approximately 6 of the 14 episodes were filmed outside of Portland and will feature various local businesses statewide.

Oregon has experienced significant economic losses due to the pandemic. To aid in recovery efforts, in driving room nights and employment opportunities for Oregonians, both in the hospitality and film industries, Travel Oregon supports HB 3244. Increasing the amount of tax credits available for certified film production will be critical in confirming future film and TV projects. These projects will be crucial to the local economy's healthy recovery. Please don't hesitate to contact me if I can be of further assistance.

Sincerely,



Todd Davidson  
CEO, Travel Oregon