

Senate Finance and Revenue
900 Court Street NE
Salem, OR 97301

January 26, 2021

Dear Senate Finance and Revenue Committee,

I'm writing to urge you to **vote YES on SB43** pertaining to labor rebates and tax credits for media production.

I founded Revery, a creative production company, in Oregon in 2013. We have benefited immensely from the strong film industry in Oregon and would not exist without it. We currently employ 15 full time people working in creative production and utilize hundreds of Oregon specialized film industry contractors, suppliers, and vendors each year to run nearly 10M in advertising production revenue through the state. Our clients are predominately based outside of Oregon, and it is because of the strength of the film industry that we can bring these productions here. Our ability to grow and thrive in the future is directly tied to the growth of the industry in Oregon.

As a film producer, I have personally had a very fruitful experience the last two decades in Oregon leveraging the incentive programs to make projects happen. My film experience in Oregon includes *Mean Creek*, *The Auteur*, *Paranoid Park*, and many more. When we started the Content production team at Instrument agency, we were able to launch the team and the first work of Oregon based director Truen Pence, *The Build* and *This Place*, in conjunction with what's now known as L-OPIF. Nearly ten years later, the Instrument content team continues to thrive and employ 25 staff positions at the agency, and Truen has grown a successful and sustaining directing career in Oregon. This same approach has worked for projects to help establish other directors as well as Revery in the film industry. Examples include Oregon-based directors Lara Jean Gallagher's first feature film *Clementine*, which premiered at Tribeca Film Festival and is being distributed by Oscilloscope Labs and Travis Hanour's short film *Porter*. Both leveraged the film incentive programs to secure funding, top cast and crew, and complete production and post production in the state.

Revery continues to invest in film projects of all shapes and sizes. We are able to benefit from the Oregon Greenlight Labor rebate in 2019 and we anticipate for 2020. We directly funded a full time Production Coordinator position as a result of this program, expanding our team head count and critically, our ability to manage more productions annually. Revery is currently developing three feature film projects with Los Angeles based creatives and producers. The incentive programs are a critical piece in how we will build the budget for these projects and bring them to Oregon.

Please **vote YES on SB43** to extend these critical programs for our local production industry. It supports my livelihood, my team, and the industry in Oregon that I love.

Regards,

Davis Priestley, President