

January 27, 2021

Senator Burdick, Chair  
Senate Committee on Finance and Revenue  
900 Court St., NE  
Salem, OR 97301

Re: SB 43 Support, Oregon Production Investment Fund and Greenlight Oregon Labor Rebate Programs

Chair Burdick, Vice-Chair Boquist & 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 SB 43, 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.

From classics like "One Flew Over the Cuckoo's Nest" and "Goonies" to "Wild," many of us grew up appreciating Oregon's rich film history, which generates economic opportunities for Oregonians and drives tourism statewide. In 2019, Travel Oregon awarded a grant to fund a portion of the Oregon Film Trail, a project that inspires Oregonians and visitors to get outside and experience these iconic locations, while generating a sense of community pride. Visitors are encouraged to travel across the state, following the film trail to experience the magic of these Oregon communities, in turn enhancing local economies and contributing to arts and culture initiatives.

In late summer of 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.

The state is already experiencing significant economic losses due to the pandemic. To aid in recovery efforts and to continue driving room nights and employment opportunities for Oregonians, both in the hospitality and film industries, Travel Oregon strongly supports SB 43. Extending the sunset will be critical in confirming future film and TV projects. These visits will be crucial to the local tourism economy's healthy recovery. Please don't hesitate me if I can be of further assistance.

Sincerely,



Todd Davidson  
CEO, Travel Oregon