



House Committee on Economic Recovery and Prosperity
900 Court Street NE
Salem, OR 97301

February 7, 2022

Dear House Committee on Economic Recovery and Prosperity:

I'm writing in support of HB4048 that directs the Oregon Business Development Department to conduct market analyses of certain emerging economic sectors. I represent the Oregon Media Production Association who works to ensure Oregon has a thriving and equitable film, television, commercial and immersive industry for our members to work in. Over the years, we've seen how successful legislation leads to more work being produced in Oregon. This production creates jobs, drives spending at businesses around the state and increases tourism.

We would like to continue to work hand in hand with the Oregon legislature to analyze the competitive economic strengths and weaknesses of the industry and identify and discuss policies and actions that may be taken to increase the competitiveness and support the growth of our sector. We are poised to grow this industry and look forward to partnering with the state to identify ways to do that.

Please vote yes on HB4048 to ensure our local film and television industry remains strong and competitive.

Regards,

A handwritten signature in black ink, appearing to read "Lisa Cicala", written in a cursive style.

Lisa Cicala
Executive Director
Oregon Media Production Association (OMPA)