



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

February 8, 2022

Dear House Committee on Economic Recovery and Prosperity:

I'm writing in support of HB4153 which establishes a Creative Opportunity Program to promote and develop film, television, interactive, animation and media industries in Oregon. Over the years, our industry has grown due to the ongoing support of the Oregon legislature. We have the Oregon Production Investment Fund in place to attract and retain production in Oregon and its working. As we continue to produce more media in the state, we also need to develop the talent, workforce and businesses to support it.

I serve as the Executive Director of the Oregon Media Production Association which represents thousands of professionals, vendors and service providers in the media production industry. We listen to what the community needs and work to support those needs. We are hearing from those in hiring positions that they need more talent to hire for their productions. We're hearing from community members that they need more ways into the industry and access to clients for their small business. This Fund would support existing programs and create new ones that help meet these needs so that we can create more economic opportunities for Oregonians.

The Creative Opportunity Fund has no fiscal or revenue impact. Rather it allocates a portion of the existing fund to support Oregon's growing industry.

Please vote yes on HB4153 and ensure our local film and television industry remains strong and competitive. Help us continue to develop and grow our local industry in a smart, consistent and meaningful way and build on our successes.

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)