

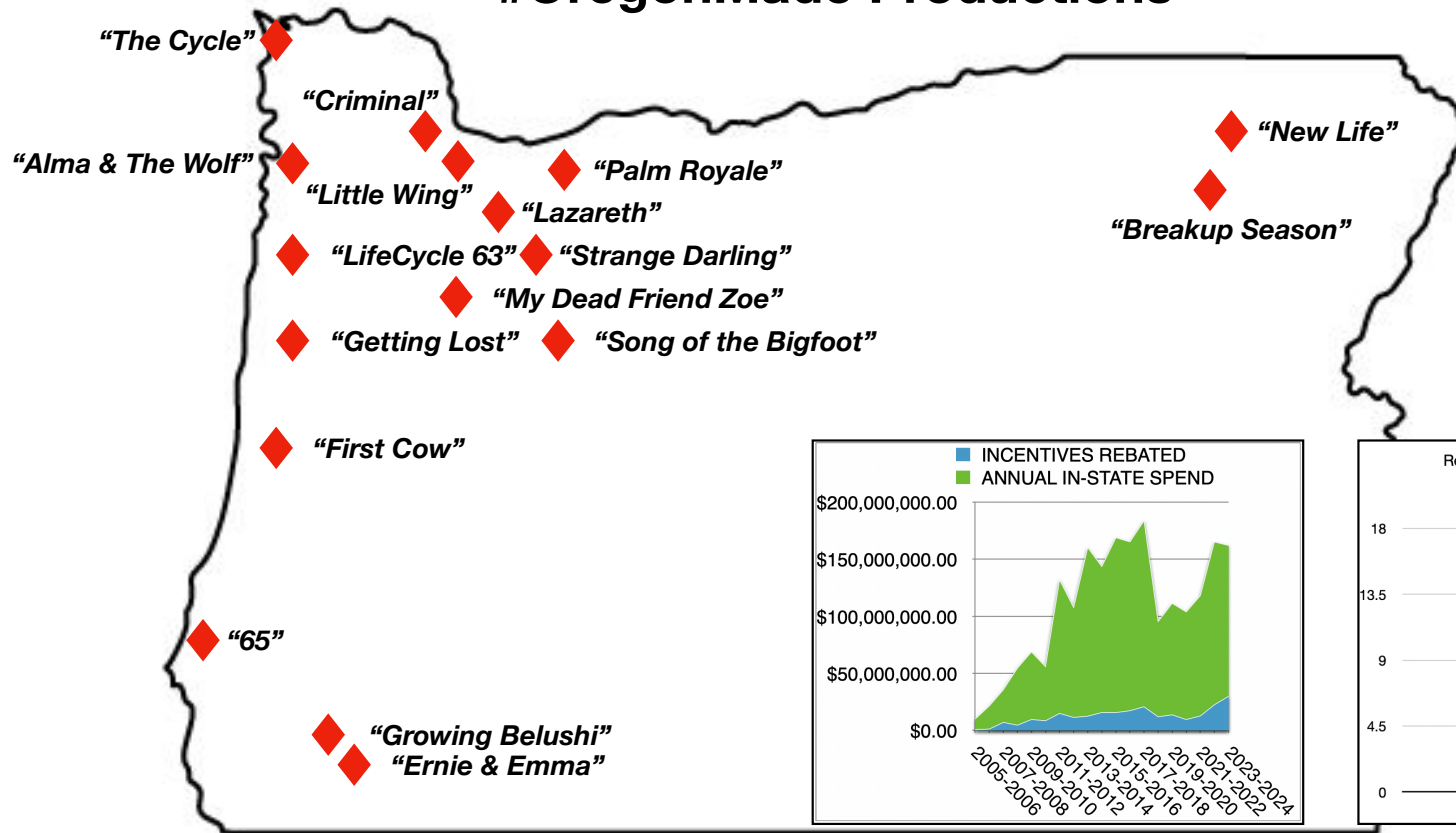


**OREGON
FILM**



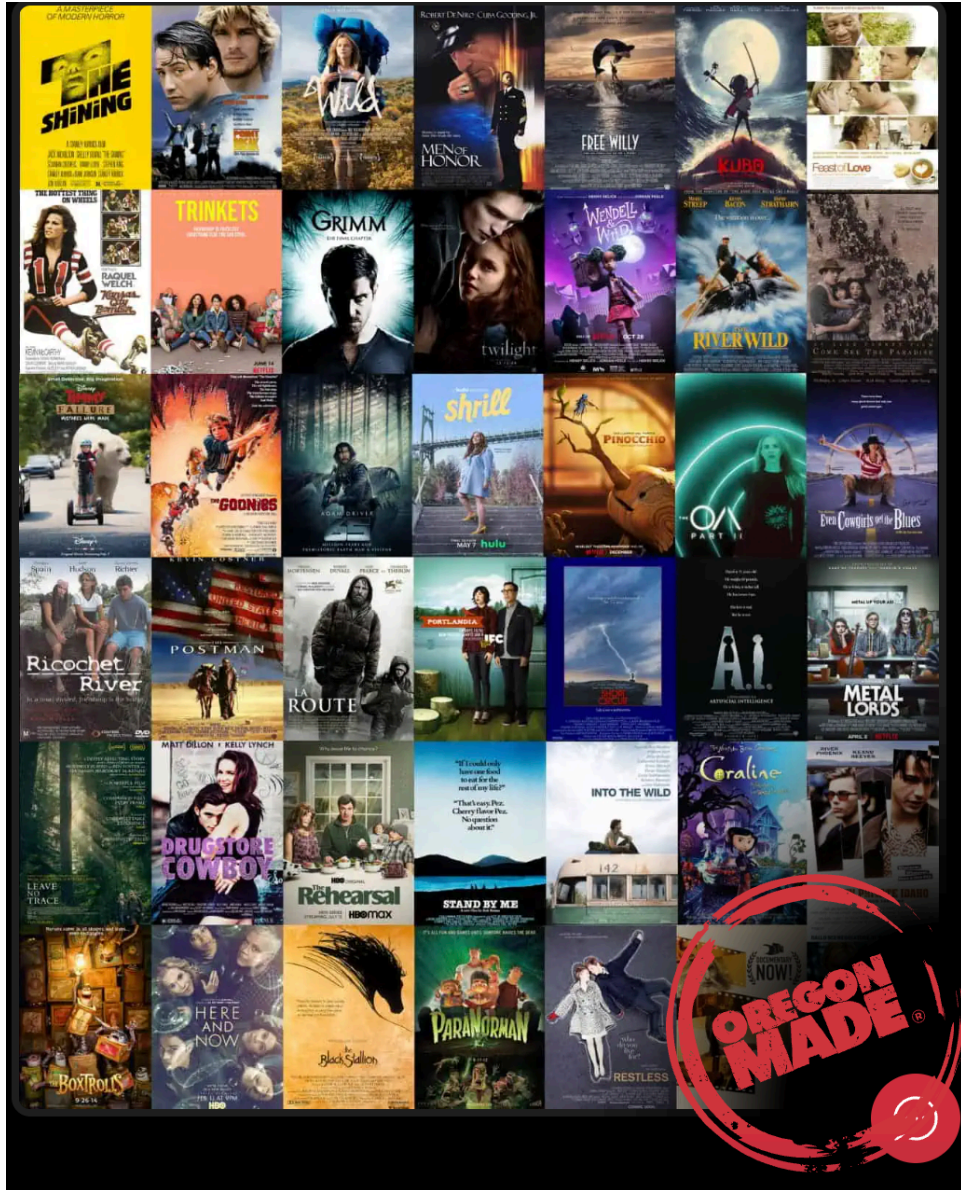
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#OregonMade Productions



OregonFilm.org





The Economic Contributions of Oregon’s Visual Media Industry in Fiscal Year 2023

Film and video sector growth since 2002

The growth of the film and video sector in Oregon has been nothing but explosive. In 2004, we wrote an economic impact report of Oregon’s film and video sector. We found that in 2002, the sector’s direct output was \$177.7 million, and its total contribution was \$357.1 million. Compare that to what we calculated in this report for FY2023—\$1,249.9 million in direct and \$2,041.9 million in total contributions. (Table 3). Therefore, in 20 years, the sector’s direct output rose 603 percent and its total contribution rose 472 percent. These are extraordinary increases. And they far outpaced the whole economy of Oregon, which grew about 158 percent over that time.²

Estimated one-year state income tax ROI arising from film and video incentives

In FY2023, Oregon Film provided \$22.47 million in incentives that attracted productions to Oregon. Because of these incentives, Oregon attracted about \$208 million in direct production spending of which \$140 million was spent on payrolls for Oregonians. We estimated the total economic contributions from these productions and from those, the personal and business income taxes received in FY2023 by the state of Oregon. We estimated from this that Oregon state government got back 177 percent of every dollar state government spent on film and video production incentives.



- *EcoNW Economic Impact Study completed in Oct 2023*
- *Full Report on: oregonfilm.org/article/our-work-benefits-oregon/*

Total contributions of the visual media industry in Oregon

Because the visual media industry pays relatively high wages compared to the state’s economy, the induced impacts are substantial. When combined with the indirect impacts on businesses, we found there were 27,264 FYE jobs in Oregon that can be traced back to the industry. The total contribution to total labor income was \$2,359.6 million. And visual media’s contribution to state economic output in FY2023 was \$5,923.7 million.

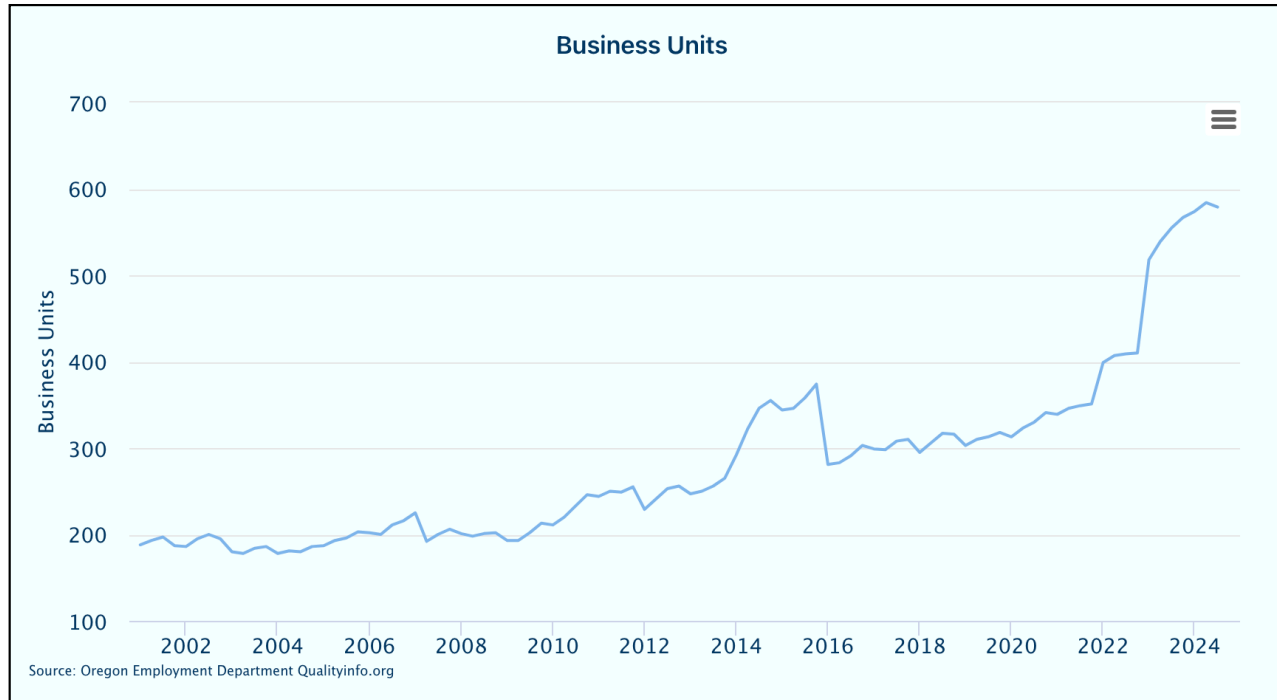
Table 9. Economic contributions in Oregon from the commercial photography sector, FY2023

Impact	Employment (FYE)	Labor	
		Income (millions)	Output (millions)
Direct	12,680	\$1,546.1	\$3,479.5
Indirect	6,315	\$310.1	\$979.7
Induced	8,269	\$503.4	\$1,464.4
Total	27,264	\$2,359.6	\$5,923.7

Source: ECONorthwest analysis using the current IMPLAN model for Oregon.



Motion Picture and Video Production, Oregon
NAICS 51211, Private Ownership



Oregon Film Trail



OregonFilmTrail.com

Source: SetJettters





\$151M in annual film tourism revenue



Homeward Bound: The Incredible Journey (1993)



400 visitors in 2023

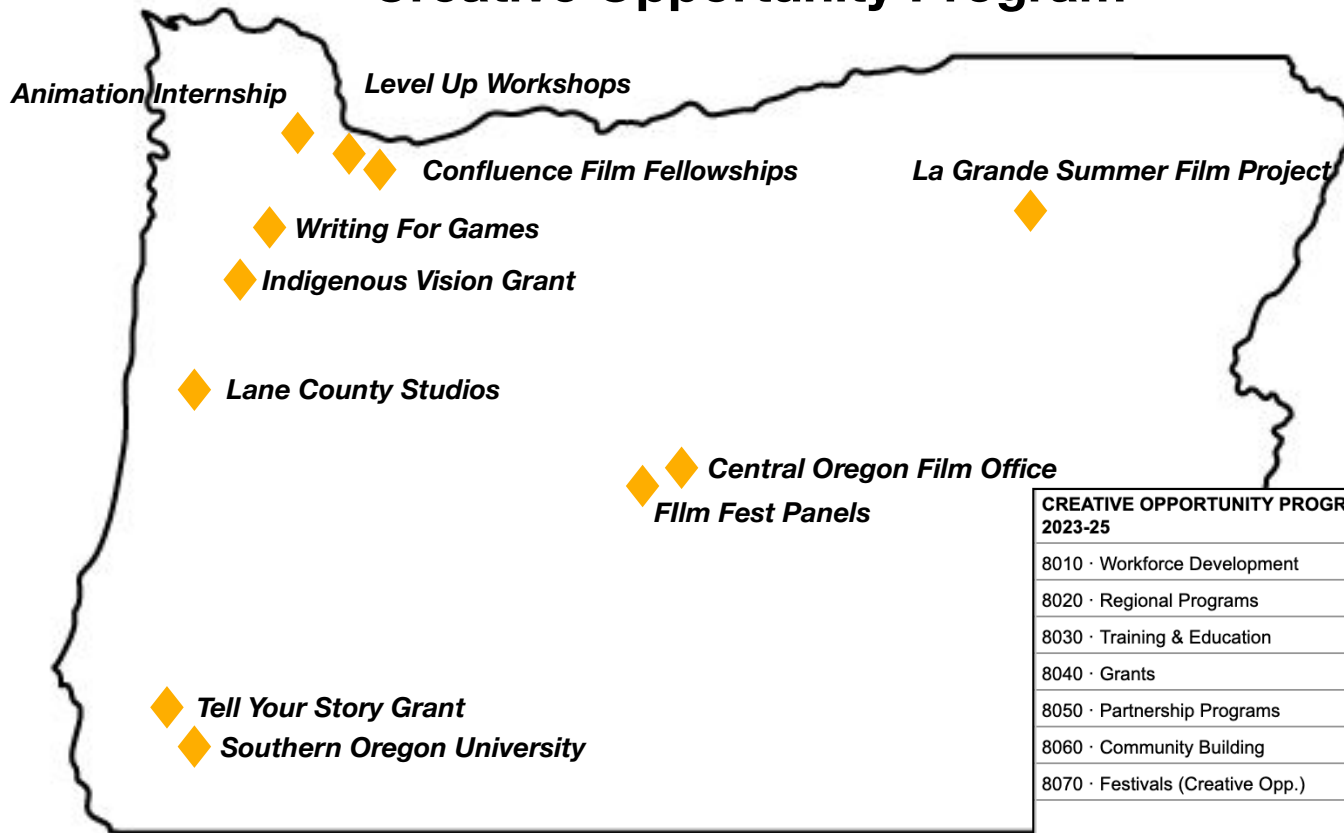
Tourism in Wallowa County, 2012



<https://vimeo.com/1054177086?share=copy>



Creative Opportunity Program



CREATIVE OPPORTUNITY PROGRAM 2023-25	
8010 · Workforce Development	\$201,583
8020 · Regional Programs	\$56,000
8030 · Training & Education	\$147,500
8040 · Grants	\$185,000
8050 · Partnership Programs	\$111,150
8060 · Community Building	\$44,000
8070 · Festivals (Creative Opp.)	\$7,727
	\$752,960



oregonfilm.org/article/creative-opportunity-program/



MovieMaker

The Best Places to Live and Work as a Moviemaker in 2025

Ashland



In a Pickle co-director Courtney Williams, cinematographer Max Mascolo, producer Gary Kout, A.D. Levi Anderson, and co-director and actor Monica Cortez shooting in Ashland, Oregon. Photo by Prateek Sharma.

Portland



Filming A Simple Machine in Portland. Photo by Zach Lewis. Courtesy of Portland Film Office

