

## HB 2969 -2 STAFF MEASURE SUMMARY

### House Committee On Economic Development, Small Business, and Trade

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**Meeting Dates:** 3/12, 3/26

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#### WHAT THE MEASURE DOES:

The measure directs Oregon Business Development Department (OBDD) to conduct a study on economic development in Oregon and send a report to the Legislative Assembly.

#### ISSUES DISCUSSED:

- Oregon Coast Visitors Association involvement in the project
- Use of transient lodging tax to fund the project
- Relation to House Bill 3246
- Project budget components
- Seafood processing industry perspective
- Potential private capital investment in the project

#### EFFECT OF AMENDMENT:

-2 The amendment replaces the measure. It appropriates \$840,000 to the Oregon Coast Visitors Association for a project around using fish for non-food manufacturing.

#### Detailed Summary:

Appropriates \$840,000 to the Oregon Coast Visitors Association for research and development funding, light infrastructure investment, and coordination capacity to replicate the success of the 100% Fish Project of the Iceland Ocean Cluster in utilizing fish for non-food product manufacturing.

Sets the following budget for the project:

- Employee compensation: \$200,000
- Research and development fees: \$300,000
- Marketing and communications: \$70,000
- Working assets: \$270,000

- *FISCAL: Fiscal impact issued.*
- *REVENUE: No revenue impact.*

#### BACKGROUND:

The Oregon Coast Visitors Association (OCVA) organized the [Oregon Cluster Initiative \(OCI\)](#) in 2021 to focus on enhancing the use of local sustainable seafood in small businesses. It is funded by the USDA's (United States Department of Agriculture) Local Food Promotion Program and Travel Oregon's Regional Cooperative Tourism Program. The OCI found that due to supply chain challenges, 90% of seafood sold on the Oregon Coast is sourced from other domestic and international markets. Additionally, most seafood harvested in Oregon is exported. They are working to address these challenges, aiming to "re-localize" food systems on the Oregon coast and support efforts to keep more local seafood in the community.

OCI discovered a concept called the [100% Fish Project](#), which is being implemented by the Iceland Ocean Cluster. This approach uses by-products from the fishing industry for high-value goods, including cosmetics, supplements, and pharmaceuticals. The concept was [introduced to the Oregon Coast](#) through workshops and informational sessions with the CEO of the Iceland Ocean Cluster, Alexandra Leeper, PhD. Oregon stakeholders discussed ways to adapt the Icelandic model for the region. House Bill 2969 directs Oregon Business Development Department (OBDD) to conduct a study on economic development. The -2 amendment appropriates \$840,000 to the Oregon Coast Visitors Association to replicate the success of the 100% Fish Project, utilizing fish for non-food product manufacturing.