



Legislative Fiscal Office
83rd Oregon Legislative Assembly
2025 Regular Session

Prepared by: Michael Graham
Reviewed by: Michelle Deister
Date: April 9, 2025

Bill Title: Relating to the Oregon Business Development Department.

Government Unit(s) Affected: Oregon Business Development Department

Summary of Fiscal Impact

2025-27 Biennium	General Fund	Lottery Funds	Other Funds	Federal Funds	Total Funds	Positions	FTE
Oregon Business Development Department	\$ 414,893	\$ -	\$ -	\$ -	\$ 414,893	1	0.75
Total Fiscal Impact	\$ 414,893	\$ -	\$ -	\$ -	\$ 414,893	1	0.75
2027-29 Biennium	General Fund	Lottery Funds	Other Funds	Federal Funds	Total Funds	Positions	FTE
Oregon Business Development Department	\$ -	\$ -	\$ -	\$ -	\$ -	-	-
Total Fiscal Impact	\$ -	\$ -	\$ -	\$ -	\$ -	-	-

Measure Description

The measure includes a one-time appropriation of \$100,000 General Fund to the Oregon Business Development Department (OBDD) in the 2025-27 biennium for the purpose of discontinuing its business registration with the Oregon Secretary of State as “Business Oregon.” The measure requires the department to hold itself out and otherwise refer to itself as either the “Oregon Business Development Department” or “OBDD” in all internal and external communications, publications, and other documents.

Fiscal Analysis

The fiscal impact of the measure is \$414,893 General Fund in the 2025-27 biennium. Although the measure appropriates \$100,000 General Fund to cover the cost of rebranding, this fiscal impact assumes that OBDD will have additional costs above the \$100,000 appropriation. Discontinuing the use of the Business Oregon name will require OBDD to overhaul all its communication channels to rebrand the department name, which OBDD anticipates being able to complete within the 2025-27 biennium. To accomplish this rebranding, OBDD will need one full-time, limited duration Operations and Policy Analyst 4 position (0.75 FTE) to manage and coordinate the necessary changes. The estimated cost of this position, including position-related services and supplies, is \$238,769 General Fund. The position will be phased out at the end of the 2025-27 biennium. OBDD will also need additional services and supplies for the anticipated cost of publicity and publications, as well as professional services contracts to develop new branding and redesign existing department graphics. The estimated cost of these additional services and supplies is \$176,124 General Fund. The measure is not anticipated to have a fiscal impact on OBDD in the 2027-29 biennium.

Relevant Dates

The measure takes effect on January 1, 2026.