



February 12, 2025

Dear House Committee On Economic Development, Small Business, and Trade:

I am writing to you in support of **House Bill 3329**, which seeks to: **Increases the amount of total tax credits allowed for certified film productions.**

My name is Chris Murray, and I am the founder of 4M Films, a production company based in Portland, Oregon.

I'd like to make you aware of an ECONorthwest 2023 Economic Impact Study that found the visual media production industry in Oregon directly employed 12,680 jobs (full year equivalent) and stimulated an additional 14,584 jobs throughout the state for a **total of 27,264 jobs**. The industry's total economic contribution to the state's economy in 2023 was **\$5.9 billion**.

What do incentives do?

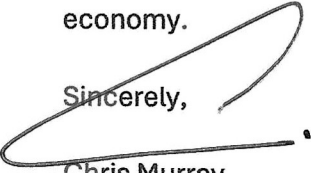
- Create well-paying jobs with benefits
- Develop small business and infrastructure
- Expand tourism
- Create an economic impact statewide


In 2024, the Oregon Film Office reported that 55 productions took advantage of the program, a record. We are not alone. Thirty-eight states offer incentives and at least 18 states have enacted measures to implement or expand film tax incentives since 2021. Michigan and Wisconsin are bringing bills to their legislatures to bring back their discontinued programs. Arizona, Indiana, Kentucky, Missouri and West Virginia have all introduced programs within the past two years.

The incentive Oregon Film Incentive works. It is one of the few legislative expenditures that creates a **Return On Investment (ROI)**. The Oregon Film Incentive is a success **statewide**. For example, the "Regional" incentive that was introduced in 2017 to encourage production outside of the Portland Metro Area, has resulted in 50 regional projects since 2020 with 18 of those being in the last calendar year in places like Tillamook, Eugene, Salem and LaGrande.

This is an important investment in Oregon, and I am writing you to offer a full-throated endorsement of expanding the Oregon Film Incentive so we can stay competitive and grow our economy.

Sincerely,

  
Chris Murray  
Founder, 4M Films

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