

HB 3329 Testimony

My name is Kevin Michaluk, and I urge you to support the passing of bill HB 3329. An increase in tax incentives for film and television production generates more jobs and stimulates Oregon's economy via the increased business from out-of-state. Whenever a large-scale production begins in Oregon, money from outside the state enters our economy. Productions hire hundreds, even thousands, of local crew and talent. They spend money to rent equipment from businesses like mine. They create a surge of revenue for hotels and restaurants. If productions were incentivized, they would be able to capitalize on the diverse landscape and exceptional workforce that Oregon offers. Without this increased incentive, Oregon simply cannot compete with other states. After Los Angeles, the Portland area has the largest filmmaking network on the American west coast. We are at a crucial juncture where a great deal of work is escaping Los Angeles and in need of a new home. Without this incentive increase, we will likely fall short of bringing that work, and the jobs it creates, to Oregon.

It would also bring even more money to the state because of the visibility and notoriety that stems from media being produced here. When audiences see a place in the media they consume, they want to venture out to visit that place. Film and television locations become travel destinations, and even result in an increase in people moving to the area. Portlandia is an excellent example of this. You can draw a direct correlation between the popularity of that show and the boom in commerce and migration to Oregon during its run.

Thank you for your time.