

TRAVEL PORTLAND

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February 14, 2025

Representative Daniel Nguyen

Chair House Committee on Economic Development, Small Business and Trade

900 Court St. NE, H-283

Salem, Oregon 97301

Dear Chair Nguyen and Honorable Members of the Committee:

As the Destination Marketing and Management Organization for the city of Portland, Travel Portland is in full support of House Bill 3329 to expand the Oregon Production Investment Fund (OPIF) from \$20 million to \$28 million annually.

The city of Portland and its tourism economy have benefitted greatly from investments in attracting film productions to the city and state in the past. I believe greater investment in the future will yield even greater results. Productions such as Grimm, Portlandia, Shrill, Top Chef and others have not only brought needed spending and supported jobs in our community directly related to the creation of the programs, but they also have created awareness and curiosity while influencing audiences to visit our destination for leisure travel. Our organization, which promotes Portland to business and leisure travelers, recognizes the significant impact these productions have in influencing travel decisions. We often hear from domestic and international visitors about how a film production created their desire to visit. Likewise, we recognize the strong competition for these productions is often won by the ability to provide financial support in the form of tax credits provided by the OPIF. Travel Portland believes the tourism and hospitality economy of our region will benefit greatly from the additional funds created by HB 3329.

As you know, tourism is an important aspect of Oregon's economy. In 2023, visitors to Portland spent \$5.4 billion, generating \$260 million in state and local tax revenues while supporting 34,300 jobs earning \$1.7 billion in wages.

Expanding the OPIF will enhance the state's ability to compete for these influential productions which in turn will drive business immediately during their filming while inspiring audiences to visit our state and support our local businesses and residents. We urge you to pass this bill and give it your full support. Thank you for considering how film and the OPIF benefits all Oregonians as it benefits tourism and hospitality.

Sincerely,



Megan Conway

Travel Portland President and CEO