

Submitter: Jesse Valencia
On Behalf Of: Music Policy Council
Committee: House Committee On Economic Development, Small Business, and Trade
Measure, Appointment or Topic: HB3329

Statement in Support of HB 3329
From Jesse Valencia
MusicPortland; Music Policy Council

My name is Jesse Valencia, and I am a local actor, screenwriter, and musician living in the Portland metro area. I am also a member of MusicPortland's Music Policy Council, which helped elect a pro-arts, pro-music, and pro-film progressive city council for the first time in the city's history this past November.

I strongly support HB 3329, which raises the Oregon Production Investment Fund (OPIF) cap from \$20 million to \$28 million. This bill is not just a film incentive—it is a pro-labor measure that will strengthen union jobs, expand economic opportunity, and revitalize Portland as a major hub for film production. Its impact will extend far beyond film, benefiting adjacent industries such as music, food, tourism, and nightlife—all essential to Portland's economic and cultural identity.

A Pro-Labor Bill That Expands Union Work in Portland

HB 3329 will bring more productions to Oregon, particularly to Portland, where the majority of the state's film industry is based. More productions mean more jobs for SAG-AFTRA actors and IATSE crew members, reinforcing Portland's labor movement and ensuring fair wages, benefits, and workplace protections.

Portland already has a strong union presence in entertainment, and this bill will further cement Oregon as a leader in labor rights for media professionals. This is not a corporate tax break—it is an investment in our workforce, ensuring that these jobs stay local rather than going to other states with stronger incentives. The funds directly translate into work for actors, directors, grips, gaffers, cinematographers, and sound engineers—the backbone of every production.

Film and Music Are Intertwined—HB 3329 Benefits Both

Portland's music and film industries work hand in hand. This bill will increase opportunities for local musicians, composers, and recording studios, ensuring that Oregon-based artists are prioritized for soundtracks, film scoring, and post-production work.

Additionally, film productions inject millions into the local economy, supporting restaurants, hotels, small businesses, and live music venues—industries that have

struggled in recent years. The passage of HB 3329 will be a key step toward Portland's economic and cultural revitalization.

A Clear Message: Portland Is Open for Business

By passing HB 3329, we send a clear message that Portland is open for business, committed to union labor, and ready to reclaim its status as a world-class creative city.

I urge lawmakers, labor leaders, and the creative community to come together in support of this bill. The future of film, music, and the arts in Portland depends on it.

Jesse Valencia

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