

Submitter: Geff Zamor  
On Behalf Of: HB5024  
Committee: Joint Committee On Ways and Means Subcommittee On  
Transportation and Economic Development  
Measure, Appointment or Topic: HB5024

**\*\*Testimony in Support of Measure HB5024\*\***

**\*\*Submitted by Geff Zamor, Creative Director, GMS Media\*\***

To: Members of the Oregon State Legislature

Subject: In Support of Measure HB5024 – Oregon Film Office Funding

Dear Esteemed Members of the Legislature,

My name is **\*\*Geff Zamor\*\***, and I am the Creative Director and Owner of **\*\*GMS Media\*\***, a full-service production company based in Portland, Oregon. I am writing to you today with an urgent and passionate appeal to support **\*\*Measure HB5024\*\***, which allocates funding for the operations of **\*\*Oregon Film\*\***, also known as the Oregon Governor's Office of Film and Television. This funding is not merely a budget line; it is an investment in the cultural and economic fabric of our state. As someone who has dedicated my professional life to storytelling, content creation, and community development through media, I can say without hesitation that the **\*\*Oregon Film Office is a linchpin of prosperity and creative vibrancy\*\*** in Portland and throughout the state.

This testimony is not just a reflection of my personal experiences but also a voice for countless professionals, small businesses, and creatives whose livelihoods and aspirations are deeply intertwined with the work of Oregon Film. I respectfully urge you to consider how HB5024 directly supports not only the film and media industry but also Oregon's economy, reputation, and cultural vitality.

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### **### The Economic Engine: Oregon Film's Role in Driving Prosperity**

First and foremost, let us acknowledge the **\*\*economic impact\*\*** that the Oregon Film Office has on our local and statewide economy. Oregon Film is not a passive entity; it is an **\*\*active catalyst for economic development\*\***, particularly through its support of local production, job creation, and tourism.

The **\*\*Oregon Production Investment Fund (OPIF)\*\***, which Oregon Film administers, has consistently attracted domestic and international productions to Oregon, infusing millions of dollars into our economy. Each dollar allocated through this fund

reverberates through our local businesses—hotels, restaurants, equipment rental houses, construction companies, and countless other sectors—creating a **\*\*multiplier effect\*\*** that extends far beyond the immediate scope of film and television production.

In Portland alone, we have seen the city become a hub for creative work, not just in film and television but in **\*\*commercial production, branded content, documentaries, and digital media\*\***. As the owner of GMS Media, I have personally witnessed how **\*\*Oregon Film's support enables us to compete with larger markets\*\***, keeping high-quality production work—and the revenue it generates—right here in our community.

This economic vitality is not theoretical; it is **\*\*measurable and tangible\*\***. Productions supported by Oregon Film often **\*\*employ hundreds of Oregonians\*\***, paying them competitive wages, providing training opportunities, and offering stable employment in an industry where such stability is often elusive. The film industry also provides **\*\*opportunities for career advancement\*\*** and helps retain talent that might otherwise leave the state in search of greener pastures.

Without the funding for Oregon Film secured by HB5024, we risk losing this momentum. We risk losing jobs. We risk losing revenue. And perhaps most critically, we risk losing Oregon's standing as a competitive and attractive destination for film and media production.

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### **### Portland's Creative Pulse: A City Built on Innovation**

Portland has long been known for its **\*\*independent spirit and creative energy\*\***. These qualities are what attract not only visitors but also entrepreneurs, artists, and companies that seek an environment that supports and celebrates innovation. Oregon Film is an essential part of this ecosystem. It has **\*\*cultivated and nurtured Portland'**