

Submitter: Sally Spaderna
On Behalf Of:
Committee: Joint Committee On Tax Expenditures
Measure, Appointment or Topic: SB120

Testimony in Support of HB 3329 – Oregon Film Tax Incentive Increase

My name is Sally Spaderna.

In my position as the rental manager of the top cinema equipment supplier for Films, Commercials and Television in our State, and I'm writing in strong support of HB 3329/ SB120, which would increase Oregon's film and media tax incentive by \$8 million. This investment is not just timely—it's critical.

Right now, we are in a high-stakes competition with California, where Governor Gavin Newsom has proposed expanding their state film and TV tax credit from \$330 million annually to \$750 million. Combined with aggressive campaigns like "Keep California Rolling" and #StayinLA, California is doing everything it can to lure productions back from states like ours.

Without a competitive response, Oregon will fall behind. We risk losing not only future film and TV projects—but also the thousands of jobs, small businesses, and local economies that depend on them. These are real dollars in the hands of local crews, caterers, costume shops, carpenters, and more. The company I work for already had to lay off three full-time employees this year. These colleagues were like family to me. We have worked together for over a decade.

If Oregon doesn't act aggressively now, we may no longer see our iconic landscapes, towns, or cities featured in hit series and major films. The cultural and economic footprint of Oregon's media industry could fade fast—and with it, our visibility on a global stage.

HB 3329 / SB120 is about protecting and expanding a homegrown industry that has brought national acclaim and significant revenue to our state. Please don't let Oregon become invisible.

Thank you for your time and your support.

Sincerely,
Sally Spaderna
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