

5. FILM AND VIDEO

The Film and Video industry offers two opportunities for supporting Oregon's economic development. First, and most important, Oregon has the potential to develop a strong *indigenous* industry, with creative talent and production facilities to produce films in state. Oregon's indigenous film and video industry is small but respected. The base is already here for growth. Second, the state is an attractive location site for shooting portions of feature films and television commercials. The growth of feature films produced in Oregon over the past two years has been substantial, reflecting Oregon's diverse and attractive locations, and a concentrated effort by the Economic Development Department to recruit films.

Several factors favor the growth potential of Oregon's film and video industry. A number of producers have established a successful base in the state, including Will Vinton Productions (the winner of an Academy Award and two Emmies for its Claymation films). Oregon's attractive environment and affordable quality of life provide the right setting for film production work. The film industry (a \$35 billion business) is growing and most importantly, *decentralizing*. Major studios are losing their lock on the industry (69 percent of production now comes from independent studios). Production is expanding into a wider variety of consumer and business products. And congestion is raising the costs of doing business in the traditional centers of the industry.

Vision

By 1995, the film and video industry in Oregon will look very different than it does today. The industry will generate \$300 million of annual revenue in Oregon, mostly from indigenous production. The state will host three television series and a nationally-syndicated game show. It will produce a dozen television movies and several major feature films. A large studio complex will have been built in Portland and virtually all of the equipment and facilities required will be available to support the industry. There will be a special feeling, a mystique, about Oregon as a center for film and video production. Creative people and productions will be drawn here and education and training programs will support the continuing growth and the technological changes associated with the industry.

Strategy for Achieving the Vision

Oregon has major strengths as a location for film and video production. It is close to Los Angeles, the center of the industry. It is rich in diverse sites for location filming. The quality of life in Oregon is excellent, and is attractive to an industry growing tired of the congestion in California. Oregon has talented (albeit small) crews that can support production work in the state.

For Oregon's film and video industry to grow from its small existing base, a number of pieces need to come together at once. The inherent advantages of Oregon must be promoted to all of the players involved in the industry's complex network: producers, investors, artists, and crews. Linkages among these parties must be nurtured in the early stages of development, and the State must identify and support key projects. To support this strategy, Oregon is committed to building the best film office in the nation, which will provide strong assistance to indigenous and out-of-state producers with potential production projects in Oregon. Second, a Film and Video Advisory Committee will be formed, with support staff, to link the pieces needed to create an integrated industry in the state. Through these actions, the industry's informal communication network will build Oregon's reputation as a state committed to develop and support film and video production.

Actions To Implement the Strategy

- To staff the film industry strategy committee, the Economic Development Department should recruit a loaned executive who under the committee's guidance will:
 - Work with financial institutions to create financing packages for Oregon-based films
 - Identify key projects that deserve support from the Oregon Business Development Fund, the Special Public Works funds or other state or local programs (Key target: a major sound stage in Portland),
 - Work with community colleges and universities to create programs that support the development of the industry
- The State Film Office should:
 - Develop a network of volunteers throughout the state to help in scouting and location work
 - Provide leadership to help streamline the permit processes of state and local government to assure that film producers are well served (the State should seek a loaned executive to support this effort)
 - Develop an automated index of location characteristics and photo files.
- The film industry strategy committee should be the catalyst for instituting an independent statewide film industry council, which would serve the following major functions:

- Establish and maintain an effective network to match work with qualified talent
- Promote training, apprentice and intern programs
- Publicize industry needs
- Promote the industry and its members to out-of-state producers and the media.

The film industry council would ultimately assume the other responsibilities of the film strategy committee, which would sunset after three years.