



Portland Oregon™ Sign Fee Schedule

Updated October 26, 2020

The City of Portland acquired the Portland Oregon™ Sign in 2010 and maintenance fees are currently \$28,000 per year. To offset the taxpayer cost of maintenance fees and staff time the City of Portland charges a fee for licensing the Portland Oregon sign trademark.

Goods and Merchandize Fee

Administrative Fee + Standard Royalty Fee (less any discount)

Nonrefundable Administrative Fee		\$100						
Units Made/Sold	Royalty per Unit Made/Sold based on MSRP of Goods							
	< \$2.50	\$2.51 - \$5.00	\$5.01 - \$10.00	\$10.01 - \$25.00	\$25.01 - \$50.00	\$50.01 - \$75.00	\$75.01 - \$100	> \$100
1-100	\$0.05	\$0.12	\$0.50	\$0.75	\$2.50	\$3.75	\$5.00	Requires Special Permission
101-500	\$0.05	\$0.12	\$0.45	\$0.70	\$2.25	\$3.50	\$4.50	
501-1000	\$0.04	\$0.10	\$0.40	\$0.65	\$2.00	\$3.25	\$4.00	
1001-5000	\$0.04	\$0.10	\$0.45	\$0.60	\$1.75	\$3.00	\$3.50	
5001 – 10,000	\$0.03	\$0.08	\$0.35	\$0.55	\$1.50	\$2.75	\$3.00	
> 10,000	Requires Special Permission							
Discounts on Standard Royalty Fee								
Small business concern*, COBID certified, DBE, or non-profit** organization								50%
Business headquartered in Oregon								10%

Film and Television Production Fees

Administrative Fee + Standard Production Type fee (less any discount)

Nonrefundable Administrative Fee				
(Waived for all state and local governmental entities in Oregon)				
Standard Administrative Fee (non-student). <i>Application must be received ≥30 days prior to filming</i>				\$250
Rush Administrative Fee (non-student). <i>Application received <30 days prior to filming</i>				\$1,000
Student Administrative Fee – <i>requires student identification or instructor verification</i>				\$25
Production Type	Filming Location			
	100% in Oregon	50-99% in Oregon	25-49% in Oregon	<25% in Oregon
Feature length film (over 40 minutes, including credits)	\$2,000	\$5,000	\$8,000	\$10,000
Short film (up to 40 minutes, including credits)	\$1,000	\$2,000	\$3,000	\$5,000
Television or Streaming Series	\$2,000	\$5,000	\$8,000	\$10,000
Documentary film (over 40 minutes, including credits)	\$1,000	\$1,500	\$2,000	\$3,000
Documentary short film (up to 40 minutes, including credits)	\$500	\$800	\$1,000	\$2,000
Music Video	\$250	\$500	\$800	\$1,000
Discounts on Standard Royalty Fee				
Small business concern*, COBID certified, DBE, or non-profit** organization				15%
Student – requires student identification or instructor verification				100%



Advertisements Fees

Administrative Fee + Annual Gross Fee (less any discount)

Nonrefundable Administrative Fee (Waived for all state and local governmental entities in Oregon)		\$100
Annual Gross	Fee	
State or Local Governmental Agency, non-profit	\$0	
\$25,000 or less	\$50	
\$50,000 or less	\$100	
\$100,000 or less	\$250	
\$250,000 or less	\$500	
\$500,000 or less	\$1,000	
\$1,000,000 or less	\$2,000	
\$10,000,000 or less	\$10,000	
Over \$10,000,000	\$20,000 minimum	
Discounts on Advertisement Fees		
Business headquartered in Oregon	20%	

*"Small business concern" means a qualified business concern under the standards set forth in 13 CFR 121.801 through 121.805. Questions relating to standards for a small business concern may be directed to:

Small Business Administration
 Office of Size Standards
 409 Third Street, S.W.
 Washington, DC 20416
 (202)205-6618
 E-mail: sizestandards@sba.gov

**"Nonprofit organization" means universities and other institutions of higher education or an organization of the type described in section 501(c)(3) of the Internal Revenue Code of 1986 (26 U.S.C. 501(c)) and exempt from taxation under section 501(a) of the Internal Revenue Code (26 U.S.C. 501(a)) or any nonprofit scientific or educational organization qualified under a State nonprofit organization statute.

The City of Portland reserves the right to review and change the fee schedule at the discretion of the Deputy CAO. Fees listed are subject to change without notice. The City in its sole discretion may adjust these rates or discounts on a case-by-case basis.