



OHIO CHAMBER OF COMMERCE

Ohio Chamber of Commerce
Written Proponent Testimony – H.B. 270
June 3, 2025

Chair Ray, Vice Chair LaRe, Ranking Member Brent, and honorable members of the House General Government Committee, thank you for the opportunity to present testimony in favor of House Bill 270, which designates Superman as the official superhero of Ohio once it enters the public domain.

My name is Matt MacLaren and I am the Director of Travel and Tourism Policy for the Ohio Chamber of Commerce. The Ohio Chamber of Commerce represents over 8,000 businesses across Ohio. We support HB 270 because there is a business case for designating Superman as the official superhero of Ohio.

Superman is one of the most iconic superheroes of all time. Superman is a superhero who fights evil with extraordinary powers including superhuman strength, X-ray vision, and the ability to fly. Most importantly, Superman originated in Cleveland, and the new Superman movie, that will be released this July, was filmed in Ohio.

The newest “Superman” movie being filmed in Ohio will attract visitors to our state to see the locations in which the movie was filmed including the Cincinnati Museum Center and The Arcade in Cleveland. This was the case in New Zealand where fans of the “Lord of the Rings” movies are still traveling to see its filming locations; and it is true for the Ohio State Reformatory in Mansfield where “The Shawshank Redemption” was filmed more than 30 years ago and still attracts thousands of fans each year.

Connecting Ohio to Superman, and the newest Superman movie, will give travelers even more reasons to visit our state. Tourism is a \$56 billion a year industry in Ohio. This includes direct and indirect visitor spending at retailers, restaurants, lodging, transportation, attractions, and events. And, research shows that once a person visits Ohio for the first time, their perception of Ohio doubles as a good place to live, a good place to start a career, a good place for job opportunities, and more.

Therefore, we support H.B. 270, to designate Superman as the official superhero of Ohio once it enters the public domain.