



April 2, 2019

Representative Nathanson, Chair
House Committee on Revenue
900 Court St., NE
Salem, OR 97301

Re: HB 2132 Support, Oregon Cultural Trust

Chair Nathanson and Members of the Committee:

Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local economies. This includes enhancing economies throughout the state by helping communities better leverage the state's \$11.8 billion tourism industry. It also means working together with partners, such as the Oregon Cultural Trust, to provide arts and culture experiences to enhance the visitor experience while also enriching Oregonians' quality of life.

The Oregon Cultural Trust is one of the key partners in supporting the state's arts, heritage and humanities organizations and programs. From historical societies, to theater, dance and music, many of us grew up learning about arts and culture through one of the many programs that the Oregon Cultural Trust helps support. As a key driver of the tourism industry, Travel Oregon strongly supports HB 2132, which extends the sunset for tax credit for contributions to the Cultural Development Account for six years. In 2017, Oregon received an estimated 10 million overnight leisure travelers who visited historic places and participated in one or more art and culture related activities. That represents nearly 30 percent of the yearly overnight marketable trips to Oregon.

In 2018, we partnered with the Oregon Cultural Trust to create the Oregon Mural Trail, inspiring Oregonians and visiting explorers to get outside and experience the natural wonders of each destination. The murals generated a sense of community pride, enhanced local economic impact, and contributed to local arts and culture initiatives. Visitors were encouraged to travel across the state, following the mural trail to experience the magic of these Oregon communities while contributing to their local economies. The communities where you can find these murals are: Ontario, The Dalles, Prineville, Oakridge, Forest Grove, Roseburg, and Yachats.

Extending the Oregon Cultural Trust Tax Credit through HB 2132 is critical to supporting art and culture initiatives across the state, and subsequently continues to help arts and culture tourism thrive. Please don't hesitate to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink that reads "TODD DAVIDSON".

Todd Davidson
CEO, Travel Oregon