

January 30, 2020

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

Re: HB 4047 Support, State Transient Lodging Tax

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Marsh and members of the House Revenue Committee:

Travel Lane County asks for your support of HB 4047 which would remove the sunset on a portion of the state transient lodging tax (TLT) and maintain the current level of investment in Oregon's tourism industry. Travel Oregon's marketing programs, research, destination development and sustainability initiatives are remarkable, winning industry awards and being cited in presentations across the nation.

As you may know, 30% of the TLT funds are dollars that are leveraged to bolster the Regional Cooperative Tourism Program (RCTP) and Competitive Grants Programs led by Travel Oregon.

These grant programs have supported numerous Lane County projects. Here are a few recent grants:

- McKenzie River Corridor Wayfinding Project – Recently funded through the Willamette Valley Visitors Association, these funds will provide wayfinding signage throughout the McKenzie River corridor.
- Travel Oregon Studio Grants – Projects include the East Lane County Bicycle Tourism Studio (Connect Lane), the South Willamette Valley Culinary and Agritourism Studio (South Willamette Valley Food Trail) and the Central Coast Culinary and Agritourism Studio (Central Coast Food Trail).
- McKenzie River Cooperative Advertising Campaign – Utilizing Travel Oregon fire recovery funds, the McKenzie River Chamber of Commerce partnered with Travel Lane County and Travel Oregon to attract visitors back following fire and smoke impacts to the region.
- Oregon Dunes Restoration Collaborative (ODRC) – Travel Oregon granted funding for the development of a website and collateral materials used to launch the ODRC's dunes restoration efforts in 2018.
- Large grant funding to support the hosting of Oregon21 at the reconstructed, privately funded, world-class Hayward Field. Both the hosting of the World Athletics Championships and the gift of an extraordinary facility in which to host it, are once in a generation (or more) opportunities for Oregon and Eugene-Springfield. Hayward Field will host major events well into our future, securing visitor spending, civic pride and inspiration for Oregonians of all ages.

Travel Oregon and RCTP grants support local communities throughout the state. These funds help us develop our destination and new tourism assets, expand the visitor industry and improve local livability for residents and those who visit.

Again, we urge your support of HB 4047 to keep the current statewide lodging tax rate at 1.8%, a decision that will ultimately support continued economic growth and development in Lane county and throughout Oregon. Please don't hesitate to contact me if I can be of further assistance.

Sincerely,



Kari Westlund  
President/CEO  
Travel Lane County  
[Kari@EugeneCascadesCoast.org](mailto:Kari@EugeneCascadesCoast.org)  
541.743.8750



EUGENE, CASCADES & COAST SPORTS  
TRAVEL LANE COUNTY