



HOUSE OF REPRESENTATIVES

HB 3962—Tourism Without Infrastructure: A Masterclass in Missed Opportunities

For 22 years, Oregon has run one of the most successful tourism campaigns in the country. It worked. Towns like Tillamook, Seaside, and Lincoln City now see their populations double or triple on sunny weekends. But the police departments don't triple. The fire crews don't multiply. And the water systems, parks, and 911 lines don't expand to match.

And it's not just hotel guests, it's day-trippers, hikers, beachgoers, and festival attendees. They use our roads, emergency services, restrooms, and water systems—and then go home. No lodging tax is collected from them. Zero. And yet, our communities are doing everything they can to be good hosts.

Currently, state law requires **70% of lodging tax revenue** be spent on tourism promotion or tourism-related facilities. That leaves just **30%, if that, for public services**. Communities like Seaside and Lincoln City now have **tens of millions of dollars** sitting unused in TLT reserves. They *have* the money, they're just not allowed to spend it where it's needed most.

That's what HB 3962 fixes.

- ◆ **It doesn't raise taxes.**
- ◆ **It doesn't cut tourism promotion.**
- ◆ **It sets a floor of 40% for tourism funding**—but gives local governments the ability to use **up to 60%** for things like public safety, sanitation, and infrastructure.

If a community wants to invest 100% in growing tourism, they can. But when the day comes that their roads are cracking and their sheriff's office is understaffed, they shouldn't need to beg for permission to adjust. They should already have the authority.

And make no mistake: this affects communities large and small. **From Bend to Bandon, from Crater Lake to Cannon Beach, from Lincoln City to Joseph.** If your district welcomes visitors, this bill helps manage the impact.

We can support tourism *and* support the towns that make it possible.

Say yes to clean parks, safe streets, and functional communities.

Say yes to local flexibility.

Say yes to HB 3962.