



Date: February 18, 2025

Name: Oregon Destination Association

Bill Number and Committee: HB 3140 – Testimony to the House Committee on Economic Development, Small Business, and Trade

Dear Chair Ngyuen, Vice-Chair Diehl, Vice-Chair Isadore, and members of the House Committee on Economic Development, Small Business, and Trade.

My name is Mackenzie Ballard, and I am the Managing Director of the Oregon Destination Association (ODA). ODA has been the unified industry voice for Oregon's Destination Management Organizations (DMOs) and regional tourism industry organizations for more than three decades. On behalf of nearly 100 DMOs representing all seven tourism regions in Oregon, I appreciate the opportunity to convey our support for HB 3140.

Tourism is Oregon's largest traded sector employer, and Oregon DMOs are active stewards of our state resources, focusing their work through the destination lens of stewardship, equity, and prosperity. We believe people of all demographics and means should be able to enjoy our geographically unique and stunningly diverse state. In my past role as VP of Marketing for Visit Central Oregon, a Regional Destination Management Organization, I've seen firsthand how vital the small businesses are that provide safe, recreational experiences to visitors.

For Oregon to provide affordable, exceptional experiences to visitors and residents we need to support Oregon's outdoor outfitters and attractions businesses with the same level of accessibility and protection provided by all our neighboring western states. Without state-enforced liability waivers, outdoor recreation businesses often have no choice but to increase consumer costs, and in some cases scale back operations to cover rising insurance premiums. By easing the insurance cost burden on the outfitters and businesses that make these experiences possible, we will see communities thrive.

HB 3140 adopts liability waiver enforcement that mirrors other Western states, and provides balanced protection for businesses that are integral to the state's economy; helping to keep the outdoors safe, sustainable, and accessible for future generations.

Passage of HB 3140 will ensure that Oregon's most beloved and unique experiences remain in reach to all hard-working Oregonians and their families as well as to out-of-state visitors. Affordable, secure, easy access to Oregon's outdoors deserves to be a fundamental priority for the quality of life and economic health of our state.

We ask for your support for HB 3140. Thank you for the privilege to submit this testimony for consideration.

Mackenzie Ballard

A handwritten signature in black ink that reads "Mackenzie Ballard". The signature is written in a cursive, flowing style.

Managing Director
Oregon Destination Association