

Submitter: James Moore
On Behalf Of:
Committee: House Committee On Agriculture, Land Use, Natural Resources, and Water
Measure, Appointment or Topic: HB2977

To the Committee--

Natural beauty and wildlife are in the DNA of what makes Oregon special.

As Executive Director of our Bend-based nonprofit bike-tour organization, author of an Oregon cycling guidebook, a long-time travel writer and an original collaborator on the Oregon Scenic Bikeways program, I know my home state as well as virtually anyone you'll ever meet.

So i know from up-close experience: You cannot separate Oregon from its wildlife and scenic beauty - they are inextricably linked. And that extends far beyond those of our residents who understand the bounty we enjoy. One of the great joys of my life and career is bringing people to Oregon so they can experience its essence. Wildlife is a huge element of that essence.

One reason Oregon has been successful in its tourism is the early realization that it's not just Portland or the Coast or Crater Lake or The Gorge that draws and enchants people. It's also wide-open spaces and deep forests and stunning vistas. It's a complete package within one state, and collectively these resources have built an image, a brand, an evocation that embodies Oregon.

So increasing the symbiotic benefit between the hospitality industry (room tax) and one of the things that makes us a wonderful place to visit (wildlife and the outdoors) is a natural fit.

Oregon has been a trail blazer in so many worthy causes. Let's continue that legacy by doing more to support our wildlife. The payoff will occur on multiple levels, and it will help Oregon remain Oregon.

Sincerely,

Jim Moore
Executive Director, BRNW
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