

Submitter: Daniel Gibson  
On Behalf Of: Visit McMinnville  
Committee: House Committee On Emergency Management, General Government, and Veterans  
Measure, Appointment or Topic: HB3556

As a newish resident of McMinnville, Oregon, I am already seeing the challenges of making a city budget work in 2025. Everything is more expensive, pension costs, rising insurance rates - it's hard to give people what they want while also working within the constraints of the economic situation.

It's tempting to look at the funds that are going to tourism and think they could be better used. After all, who doesn't love Oregon? People will come here regardless. However, that's simply not the case.

As CEO of Visit McMinnville, the economic opportunity that comes with tourism - \$47 million in visitor spending and 430 jobs in McMinnville alone - only comes from having the resources to do the work on introducing potential visitors to our area and building opportunities for them to come here. Other destinations and other states have tried cutting back on tourism funding and the results are predictable - the business simply goes elsewhere, to other markets and it's difficult to regain that momentum.

And no question, this money will be swept from tourism to fix budgets across the state, especially in rural markets like mine. These municipalities will have no choice in their attempt to find funds - where short-term fixes will take priority over long-term economic development.

Simply, HB 3556 will devastate the tourism economy that so much of Oregon depends on. I urge you to oppose this bill.