



3/18/25

RE: Opposition to HB3556

Chair Tran, Vice-Chair Grayber, Vice-Chair Lewis and Members of the Committee:

My name is Duane Cardwell and I am the owner of Cardwell Creative, a boutique branding agency which employs 4 full time employees, along with a team of part-time independent contractors.

Thank you for taking your time to read and understand my opposition to **HB3556**, and any attempts – for that matter – to change the 70/30 Transient Lodging (TLT) split or any of the definitions around usage of those funds, as created by HB 2267 back in 2003.

I'm making you aware that my livelihood is connected to the money visitors bring into our community, even though I am not what someone would think of as a tourism business. This is because over half of our clients are destination marketing organizations. I believe that a reduction in people visiting our community and vacationing here could directly or indirectly harm my business and personal financial standing.

Please protect my livelihood. This conversation extends far beyond the tourism industry itself, as the new money brought here circulates throughout our community and will affect many businesses, such as mine. It would also affect the headway marketers are making in spreading stewardship awareness, which helps to promote local small businesses and their employees, along with protecting natural ecology.

Furthermore, it is becoming much more widely known that most coastal city and county general funds already keep more much than 50% of the TLT collected, due to grandfathered laws prior to the 2003 HB2267. They can already use their portion for services and infrastructure. We must protect our ability to ensure people do not forget our community is a great place to visit and spend their money to support the livelihoods of our families and businesses such as mine.

Respectfully,



Duane Cardwell