

Submitter: David Milliron  
On Behalf Of: City of North Bend  
Committee: House Committee On Emergency Management, General  
Government, and Veterans  
Measure, Appointment or Topic: HB3556

Testimony in Support of House Bill 3556

Submitted to: House Committee on Emergency Management, General Government,  
and Veterans

March 18, 2025

Chair Tran and Members of the Committee:

For the record, my name is David Milliron, and I serve as the City Administrator for the City of North Bend on the south coast of Oregon. Thank you for the opportunity to submit testimony in strong support of House Bill 3556, which addresses the critical need for flexibility in the use of local lodging tax revenues.

North Bend is a coastal community with a population of approximately 10,800 residents. Each year, our city welcomes tens of thousands of visitors. We serve as a primary gateway to the Oregon Dunes National Recreation Area and are home to a variety of recreational, cultural, and historical attractions that make North Bend a key contributor to Oregon's tourism economy. We are proud of our role in supporting tourism on the south coast, but the increasing number of visitors continues to place a growing strain on our essential city services and infrastructure.

Under current state law, the use of transient lodging tax revenues is highly restricted. At least 70 percent of new or increased tax revenue must be allocated exclusively for tourism promotion or tourism-related facilities. While these efforts are important, the rigid limitations do not reflect the reality of what cities like North Bend are experiencing. Our police, fire, and emergency medical services are responding to increased calls directly related to tourism. Our parks, trails, and public spaces are heavily used and require additional maintenance. Our water and wastewater systems are under significant stress, particularly during peak visitor seasons when our population effectively doubles.

House Bill 3556 provides a practical solution. By adding "tourism-impacted services" as an allowable use of the restricted 70 percent portion of local lodging tax funds, this legislation recognizes that maintaining public safety and essential community infrastructure is foundational to a successful tourism economy. It ensures we can continue to provide a safe and enjoyable environment for visitors while preserving the

quality of life for our residents.

This flexibility is not about diverting funds away from tourism. On the contrary, it ensures the sustainability of our tourism economy by addressing the direct impacts tourism has on local services and infrastructure. In North Bend, our City Council has identified managing the impacts of tourism as one of its top priorities. We are committed to finding balanced solutions that support both our community and the visitors who are vital to our local economy.

For these reasons, I respectfully urge your support for House Bill 3556 and encourage you to advance this important legislation. Thank you for your time and consideration.

Respectfully submitted,  
David A. Milliron  
City Administrator  
City of North Bend, Oregon