



March 18, 2025

Oregon State Legislature
House Committee on Emergency Management, General Government, and Veterans
900 Court Street, NE
Salem, OR 97301

RE: Oppose HB-3556

Dear House Committee on Emergency Management, General Government, and Veterans:

On behalf of more than 46,000 franchisees owning more than 122,000 businesses and employing over 1.7 million individuals in the United States, the Coalition of Franchisee Associations (CFA) respectfully offers our opposition on HB-3556

By way of background, CFA is the largest franchisee-only trade association in the country, bringing together the most reputable independent franchisee associations with a united mission “to leverage the collective strengths of franchisee associations for the benefit of the franchisee community.” The CFA represents 15 franchisee associations whose members own brands including Subway, Burger King, 7-Eleven, the United Parcel Service (UPS), Buffalo Wild Wings, Dunkin’, Meineke, Kumon Learning Centers and Domino’s, among others. Our membership includes the Asian American Hotel Owners Association (AAHOA). According to AAHOA’s Oxford Economics Study, AAHOA members own 626 hotels in Oregon, representing 61.6% of the total hotels, contributing \$148 million in total lodging taxes.¹

HB-3556 seeks to change existing state statutes as to the uses of transient lodging taxes (TLTs). These taxes are intended to fund tourism promotion and the development of tourism-related facilities, which enhances the businesses that are collecting the taxes from our guests. Raising these taxes risks making our hotels less competitive by increasing guest costs and using the revenue for other uses takes away from the business we are all in, attracting guests to Oregon.

For these reasons, the CFA must support our hotel members in Oregon and strongly oppose HB-3556.

Respectfully submitted,

John Motta

John Motta
Chairman, Coalition of Franchisee Associations

¹ AAHOA Oxford Economics Study, <https://aahoa.com/public/storage/2023/12/15/cms/2023-oxford-oregon-state-report-as-of-12152023.pdf>