



Eugene Area Chamber of Commerce Urges Opposition to HB 3556

Chair Tran, Vice Chairs Grayber and Lewis, and Members of the Committee,

My name is Tiffany Edwards, writing on behalf of the **Eugene Area Chamber of Commerce** to strongly **oppose HB 3556**.

We recognize the intent behind this bill—to address public safety and infrastructure needs—but **HB 3556 carries unintended consequences that will weaken economic development, job creation, and industries that rely on a strong tourism economy.**

The Transient Lodging Tax (TLT) was designed to drive economic growth and support year-round employment by funding tourism-related businesses, destination marketing organizations (DMOs), and local investments that bring visitors to Oregon. Tourism is not just a seasonal industry—it is a vital economic engine that fuels jobs, business activity, and local tax revenue across the state.

However, HB 3556 **threatens these benefits** by:

- **Diverting critical tourism funds** away from their intended purpose, weakening investments in marketing and visitor infrastructure that sustain local businesses.
- **Harming rural communities**, which depend on tourism dollars as they transition from resource-based economies. In Lane County alone, **visitor spending exceeded \$1 billion in 2023**, generating **\$50 million in state and local taxes**. Redirecting TLT funds could **destabilize these communities**.
- **Reducing year-round economic stability** by limiting support for projects that help businesses stay afloat during slower seasons.
 - The **Florence Events Center** is planning an expansion to sustain winter demand, and TLT funding is critical to this effort.
 - Local advocates have worked for **seven years** to secure funding for an **indoor multiuse sports facility**—a project designed to provide jobs, attract visitors, and generate revenue throughout the year.
 - Cities across Lane County use TLT revenue for **essential tourism-related infrastructure projects** that attract investment and keep businesses thriving.

Tourism businesses—including hotels, restaurants, and attractions—already contribute significantly through property taxes, licensing fees, and other local taxes. A **strong tourism economy supports local government funding, and HB 3556 puts that at risk.**

Oregon's economy benefits when **tourism is prioritized, jobs are created, and communities remain competitive year-round**. I urge you to **oppose HB 3556** and protect the critical role of TLT in sustaining our economy.

Sincerely,

Tiffany Edwards
Vice President, Policy & Community Development
Eugene Area Chamber of Commerce