

Submitter: Shawna Smith

On Behalf Of:

Committee: House Committee On Emergency Management, General Government, and Veterans

Measure, Appointment or Topic: HB3556

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

My name is Shawna Smith. I urge you to OPPOSE HB 3556.

The funds generated from the lodging tax specifically designated for the tourism marketing of Oregon must remain intact for their intended purpose. These resources play a crucial role in stimulating the Oregon economy, harnessing revenue generated predominantly from outside the state.

As someone who benefits from the expertise of our Oregon tourism partners, I understand that the challenge of marketing our state effectively is significant. It is vital not to divert funds meant for promoting Oregon's properties and businesses for other uses. Currently, Oregon lags in the attention it directs toward tourism compared to many states. It would be detrimental to the businesses that rely on these essential funds to support their operations.

The accomplishments of our Destination Marketing Organizations (DMOs), Regional Destination Management Organizations (RDMOs), and Travel Oregon are remarkable, showcasing the positive impact these funds have when utilized correctly. Please do not take away the resources that are crucial for these organizations to thrive.

I urge you again to OPPOSE HB 3556. Thank you for considering my perspective.

Sincerely,
Shawna Smith
General Manager
Best Western Plus Prairie Inn
1100 Price Rd SE Albany OR 97322