

Submitter: Jessica Wisor

On Behalf Of:

Committee: Joint Committee On Addiction and Community Safety
Response

Measure, Appointment or Topic: HB3197

As both an Oregon resident and a proud employee in the state's craft beverage industry, I want to voice my concerns about the proposed alcohol tax.

I'm incredibly grateful to work in an industry that provides me with a stable, living-wage job and allows me to stay rooted in the community I love. Oregon's craft beverage sector is made up of passionate, hardworking people, many of whom work for small businesses. Adding an alcohol tax puts that progress—and the success of these local producers—at risk, especially at a time when tariffs and rising costs already threaten the viability of many in the industry.

As a parent, I also believe our schools are doing a strong job educating kids about substance use and healthy decision-making. My daughter and her peers have little to no interest in drinking, thanks to consistent messaging and effective social-emotional learning programs already in place.

Lastly, I'd ask for greater clarity and transparency around how this tax revenue would be used. Without a detailed plan for spending and measurable outcomes, it's difficult to justify imposing a new tax on an industry that supports so many working families across our state.

Thank you for your time and consideration.