

Submitter: Tamara Roark

On Behalf Of:

Committee: House Committee On Revenue

Measure, Appointment or Topic: HB2977

To: Members of the Oregon Legislature

Re: Support for HB 2977 – 1% for Wildlife

Dear Members of the House Committee on Revenue,

As a locally owned cider company located in Central Oregon—an area that draws thousands of visitors from both locales each year for its natural beauty and outdoor recreation—we at Bend Cider Co. are writing in strong support of House Bill 2977, the 1% for Wildlife proposal.

I remember the first time I visited Central Oregon and fell in love with the beauty of it. I never had seen a bald eagle or walked next to a clean river with otters swimming next to me. I had never walked in a forest so beautiful. All of these things made me feel connected to a greater source and so fortunate to have found a place people loved to care for.

Our business thrives because of Oregon's pristine rivers, forests, trails, and wildlife. Visitors don't just come to Bend for great food and drink—they come for the full experience of enjoying these with and in the outdoors. Protecting these natural resources is essential not only for the health of our environment, but also for the sustainability of the tourism economy that supports businesses like ours.

HB 2977 provides a fair and impactful solution: a small increase to Oregon's lodging tax, one of the lowest in the country, that would generate dedicated funding for wildlife conservation, habitat restoration, and nature education through the Oregon Conservation and Recreation Fund. As a business that benefits from tourism, we see this as a reasonable investment that ensures the long-term appeal and ecological integrity of our region.

We urge you to support HB 2977 and take meaningful action to protect Oregon's wildlife and natural areas—not just for their intrinsic value, but for the countless communities and small businesses that depend on them to bring us more customers.

Thank you for your consideration and leadership.

Tammy Roark