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Date: May 5, 2025

Name: Oregon Tourism Industry Stakeholders

Bill Number and Committee: HB 3962 – Testimony to the House Revenue Committee

Dear Chair Smith, Vice-Chair Lopez, and members of the House Revenue Committee,

My name is Eric Parnell, and I am the Owner and Creative Director of The NW Collective, a commercial video production company based in Bend, Oregon. I appreciate the opportunity to convey my opposition to HB 3962, a bill that threatens to destabilize the foundation of our state's tourism economy.

The NW Collective has worked in close partnership with tourism agencies, Destination Management Organizations (DMOs), and regional tourism stakeholders throughout Oregon. Our work includes campaigns for Explore Lincoln City, Visit Central Oregon, and other regional efforts focused on promoting sustainable tourism, telling authentic Oregon stories, and driving economic impact in local communities through visual storytelling.

As a creative partner deeply involved in this ecosystem, we have seen firsthand the power of collaboration between local DMOs and Travel Oregon to spur job creation, extend tourism into shoulder seasons, and build vibrant communities—particularly in rural areas.

At The NW Collective, we've supported initiatives such as:

- **Explore Lincoln City's 2024 Coastal Tourism Campaign**, which highlighted responsible recreation and bolstered off-season travel, bringing measurable increases in overnight stays and local business activity.
- **Visit Central Oregon's multi-platform storytelling**, promoting winter and spring experiences that help level seasonal tourism and support year-round employment in

hospitality, guiding services, and restaurants.

- **Video content for grant-funded tourism initiatives**, including projects focused on outdoor stewardship, cultural tourism, and small business promotion across diverse regions of the state.

These programs—made possible through stable tourism funding—are not just good for visitors; they are vital for locals. The work we do would not be possible without the strategic investments enabled by the state lodging tax.

Since the passage of the 2003 Tourism Investment Proposal, the impact of these funds has been clear:

- Visitor spending has more than doubled, from \$6.5 billion in 2003 to \$14 billion today.
- State and local tax revenue from tourism has tripled, reaching \$650 million annually.
- Rural communities now have access to tools and partners that help them build sustainable economies while protecting the integrity of their natural and cultural assets.

Cutting or diverting these funds through HB 3962 would have a chilling effect on the creative, economic, and collaborative momentum that has taken decades to build.

We urge you to oppose HB 3962 and protect the vital infrastructure that supports Oregon's tourism economy. This is not just about dollars and cents—it's about preserving jobs, community identity, and the unique spirit of place that defines our state.

Thank you for the opportunity to submit this testimony.

A handwritten signature in black ink, appearing to read 'Eric Parnell', with a stylized, flowing script.

Eric Parnell

Owner & Creative Director
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