

Submitter:

Steve Ball

On Behalf Of:

Committee:

House Committee On Revenue

Measure, Appointment or Topic:

HB2977

RE: Oppose HB 2977 – Protect Local Tourism Funding in Florence

Dear Chair Nathanson, Co-Chairs Reschke and Walters, and Members of the Committee:

As a resident and supporter of the Florence community, I am writing to voice strong opposition to HB 2977, which proposes increasing the state's lodging tax rate. For small, tourism-reliant towns like Florence, this bill poses a serious threat to our local economy.

Florence depends on tourism—not just for seasonal visitors, but for sustaining small businesses, creating jobs, and funding essential community assets like the Florence Events Center, which was built using transient lodging tax (TLT) funds. Increasing the state lodging tax risks driving visitors elsewhere and undermining local efforts to maintain and grow our year-round economy.

The current TLT structure already supports strategic, high-impact tourism marketing and infrastructure investments in rural areas. Raising the rate may reduce travel demand, increase lodging costs, and harm the very businesses that fund critical services in our community.

We urge you to protect rural communities like ours that rely on tourism to survive and thrive. Please oppose HB 2977 and preserve the integrity of Oregon's tourism economy.

Sincerely,

Steve Ball

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Member of the Florence Chamber of Commerce and the Florence Public Arts Committee