

May 7, 2025

RE: Opposition to HB 3962

Dear Members of the Committee:

My name is Jason Coleman, Senior General Manager for VIP Hospitality. This family-owned business owns and operates hotels in Lincoln City. I am writing to express my strong opposition to House Bill 3962, which proposes expanding the use of Transient Lodging Tax (TLT) revenues.

Increasing the State Lodging Tax and altering the current 70/30 split of TLT revenues would significantly harm not only our business and the livelihoods of our employees but also the broader collection of small businesses that are vital to Lincoln City. Many communities are still working to recover to pre-COVID levels of tourism, and this change would impede that progress.

Here in Lincoln City, the existing 70/30 split results in our tourism partners, who are instrumental in attracting visitors to our town, receiving only 48% of the TLT allocation. This already places them at a disadvantage, and there is ongoing pressure from our City Council to further reduce this share, placing additional burdens on our guests and Destination Marketing Organization (DMO).

Failure to oppose House Bill 3962 would be detrimental to the tourism industry in Lincoln City and beyond.

Thank you for your time and consideration of this important issue.

Sincerely,

*Jason Coleman*

Jason Coleman  
Senior General Manager  
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