

Submitter:	Sarah Smith
On Behalf Of:	InnCline Management
Committee:	House Committee On Revenue
Measure, Appointment or Topic:	HB2977

Thank you for the opportunity to provide testimony. My name is Sarah Smith, and I am the Director of Operations for InnCline Management, which manages 274 lodging rooms in Lane County. I am writing in opposition to House Bill 2977.

Oregon's tourism economy does not run on scenery alone—it requires strategic investments to remain competitive. HB 2977 proposes an increase in the state Transient Lodging Tax, which would make Oregon less attractive to visitors and event organizers already weighing rising costs.

Our region relies heavily on tourism and major events to sustain small businesses and hospitality jobs. Lane County alone sees over \$50 million annually from track and field events, a sector increasingly vulnerable to cost concerns. This past year, we nearly lost key bookings due to lodging prices—and that was before a proposed tax increase.

When Oregon becomes a more expensive destination, we don't just lose hotel bookings—we lose dining, rafting, shopping, and the many ways visitors fuel our economy. With 11,000 jobs in Lane County tied to hospitality, this risk is too great.

We are also working to build year-round demand, including through plans for a new indoor sports facility—made possible by targeted use of TLT revenue. Diverting or overtaxing that revenue undermines these local efforts.

Please protect Oregon's competitiveness and oppose HB 2977.

Thank you for your time and consideration.