



June 23, 2025

Oregon State Legislators:

I am writing to respectfully implore you to vote NO on House Bill 3962. This bill threatens to undermine a vital economic engine not just for our community, but for many rural cities across Oregon: the Transient Lodging Tax (TLT).

Pendleton's economy thrives on tourism. We are home to destination events such as Pendleton Round-Up, Pendleton Whisky Music Fest, Jackalope Jamboree and serve as a host city for the OSAA basketball tournament. These events bring in tens of thousands of visitors annually, many of whom stay overnight with us, dine locally, shop downtown, and explore our city's heritage and history.

The TLT directly funds:

- Marketing and promotion that draw tourists to Pendleton and Eastern Oregon.
- Event support for cultural and recreational happenings that create jobs and sustain small businesses.
- Beautification and infrastructure projects that improve the visitor experience and encourage return trips.
- Local jobs across sectors like hospitality, food service, retail, and arts.

To alter or restrict the use of TLT funds, as HB 3962 proposes, would effectively shutter our ability to attract and retain visitors. For small, tourism-dependent cities like Pendleton, the TLT is not a luxury—it is essential. The return on investment is measurable and significant, and these funds are often the only reliable source available to fuel our tourism strategies.

HB 3962 risks diverting those funds away from their proven purpose, threatening not only economic growth but the very identity of our community. Without a strong tourism presence, local businesses will suffer, jobs will be lost, and Pendleton will lose its competitive edge as a destination in Eastern Oregon.

I urge you to stand with rural Oregon and vote NO on HB 3962. Let us continue building a resilient, tourism-driven economy that benefits all Oregonians.

**Justin Waldron**

Travel Pendleton Director

Pendleton Chamber of Commerce