



From the desk of
Lynn Snodgrass, CEO

Honorable Senators,

I'm sure the current change in HB 3962 is being marketed as a "compromise". It is far from it. Cities and counties have other tools at their disposal to fund their local projects. Tourism marketing and promotion does not.

Changing the formula from 70 /30 to 40/60 (tourism/government jurisdiction) will devastate the very funding source cities and counties want to use. The only way the fund is replenished is by marketing to visitors. A "compromise" could have been 60/40 (tourism/government) rather than a complete upside-down change.

This effort to rob a successful program will backfire. Government entities have no responsibility to replenish the fund and tourism entities will have substantially fewer dollars to use to promote and market which is the tool to replenish the tax revenue.

It will be tempting to vote yes on the bill. But this "compromise" is a desperate attempt to make you think it will work to the benefit of all. This dramatic change is the wrong move if you want healthy revenue to local businesses, healthy economic growth in cities and counties and to maintain a healthy tourism industry. **Cities and counties have many other tools at their disposal to fund their local projects. Tourism marketing and promotion does not.**

Do not be tempted by this dramatic shift in dollars. The TLT pot will be reduced so low, it will result in the cities and counties returning to you with a new request for dollars to make up for the loss that will occur from not replenishing the fund as the TLT tax is successfully doing right now.

Please support all of Oregon and continue to invite tourists to come to our state, spend money in our communities then return to their hometowns.

Please vote No on HB 3962.

Respectfully,

Lynn Snodgrass
CEO Gresham Area Chamber of Commerce