

Submitter: Douglas Coombs  
On Behalf Of:  
Committee: Senate Committee On Finance and Revenue  
Measure, Appointment or Topic: HB3962

Date: June 23, 2025

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Dear Chair Meek, Vice-Chair McLane and honored members of the Senate Committee on Finance and Revenue.

My name is Douglas Coombs, and I own Alesong Brewing & Blending, a small, independently owned brewery located in the rural wine country outside Eugene, Oregon. Like many rural businesses in our state, we depend heavily on tourism. Our taproom and outdoor patio welcome visitors from all over—many of whom discover us through the very tourism marketing supported by Oregon’s lodging tax.

I’m writing today in opposition to HB?3962, which would reallocate lodging tax revenues away from tourism promotion and toward unrelated government spending.

This shift threatens the economic engine that supports not only breweries like mine, but hotels, restaurants, shops, guides, and countless other small businesses. The current system works: tourism marketing brings people to Oregon, and those people support entire communities—especially in regions that don’t have large-scale industry.

Every dollar diverted from marketing is a dollar not spent telling Oregon’s story—about our trails, farms, coastlines, and yes, our world-class craft breweries. For small operations like mine, we don’t have the budget to run national campaigns or buy prime-time ads. That’s why statewide and regional tourism efforts are essential. They level the playing field and allow us to be discovered.

Reallocating these funds might offer short-term relief to state budgets, but it undercuts long-term economic health for communities like ours. I urge you to preserve lodging tax funding for its original, voter-approved purpose: promoting tourism and supporting the local businesses that depend on it.

Thank you.