



Contact
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Address
1939 SW Morrison St.
Portland, OR 97205

Dear Chair Meek, Vice Chair McLane and honored members of the committee:

As a member of Oregon's tourism industry, I'm writing today to respectfully urge you to vote **NO on HB 3962-A**. This bill proposes to undermine the economic momentum of Oregon's tourism industry significantly.

HB 3962-A would allow cities and counties to reduce the share of local lodging tax revenue dedicated to tourism from 70% to as low as 40%. This shift threatens the ability of Destination Management Organizations (DMOs) to market, develop, and manage tourism in their communities, especially in rural regions that rely heavily on these investments.

These proposed changes would erode local control of Transient Lodging Tax (TLT) revenues and weaken the return on investment that has consistently fueled small business growth, jobs, and economic development, particularly in rural Oregon.

Tourism is Oregon's largest traded-sector employer, and it continues to deliver real returns to every corner of our state. Since the passage of the Tourism Investment Proposal in 2003:

- **Visitor spending has more than doubled**, now at \$14 billion.
- **State and local TLT revenues have tripled**, reaching \$650 million.
- **Tourism sustains nearly 120,000 Oregon jobs**.

Now is not the time to weaken this economic engine. Cutting tourism funding will only slow recovery and hurt communities statewide.

Please stand with Oregon's tourism industry and the businesses that depend on it. **Vote NO on HB 3962-A.**

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Etzel".

Jim Etzel
CEO
Sport Oregon (Oregon Sports Authority)