



To: Chair Senator Mark Meek, Vice-Chair Senator Mike McLane, Senator Deb Patterson, Senator Bruce Starr, and Senator Kathleen Taylor

RE: Opposition to HB 3962

Dear Chair Meek, Vice-Chair McLane, and Members of the Senate Finance & Revenue Committee,

My name is Tiffany Edwards, and I am writing on behalf of the **Eugene Area Chamber of Commerce to express our opposition to HB 3962**, which would change the statutory allocation of local Transient Lodging Tax (TLT) revenues—reducing the dedicated portion for tourism promotion from 70% to 40% and increasing the allocation to local governments from 30% to 60% for any TLT passed after 2003.

This is not a modernization or reform of TLT policy—it is a fundamental reallocation that undermines a proven model of economic development. Tourism is one of Oregon's most reliable and equitable economic engines, and HB 3962 compromises the long-term investments that communities across the state have made in this industry. Once those dollars are diverted away from tourism promotion, they are unlikely to return.

In Lane County, tourism generated nearly \$1 billion in visitor spending in 2023 and contributed an estimated \$50 million in state and local tax revenues. TLT funds have helped support critical infrastructure such as the Lane Events Center, the Florence Events Center, and future facilities that promise to provide year-round economic activity. These projects don't just attract visitors—they sustain local jobs, generate revenue for small businesses, and improve quality of life for residents.

Local governments already have access to general fund revenues—including property taxes, licensing fees, and utility revenues. Asking the tourism sector to subsidize basic services is not only fiscally shortsighted but places an unfair burden on small businesses that are still navigating post-pandemic recovery and rising costs.

Tourism promotion is not an optional extra—it's a foundational investment that drives regional prosperity. Weakening that investment will have lasting consequences.

We urge you to oppose HB 3962 and protect the integrity of Oregon's tourism economy.

Thank you for the opportunity to provide testimony on this important issue.

Sincerely,
Tiffany Edwards
Vice President, Policy & Community Development
Eugene Area Chamber of Commerce