



EXPLORE PRINEVILLE

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RE: Opposition to House Bill 3962 – Protection of Transient Room Tax Funds for Tourism

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters, and members of the House Committee on Revenue,

I am writing to express my strong opposition to House Bill 3962, which proposes to redirect Transient Room Tax (TRT) dollars away from their intended purpose—supporting tourism promotion and development.

As someone who has worked extensively in tourism at the local and regional levels, I can confidently say that TRT revenue is not a surplus—it's a reinvestment. These funds are critical to driving economic activity, supporting small businesses, promoting local events, and attracting visitors who, in turn, generate even more revenue for communities across Oregon.

HB 3962 would fundamentally undermine the very system that has proven to be self-sustaining and effective. By pulling TRT dollars away from tourism-related uses, the state risks reducing the visibility and competitiveness of our destinations, which would inevitably result in fewer visitors, lower TRT collections, and diminished returns for local economies.

In communities like mine, tourism is not just an industry—it's a lifeline. Redirecting these funds could mean:

- Fewer marketing campaigns to attract visitors
- Loss of events and festivals that bring in substantial overnight stays

- Reduced support for tourism-related infrastructure and workforce
- A measurable decline in TRT revenue over time due to decreased demand

This is not theoretical. We've seen firsthand how sustained investment in tourism results in growth. When those investments are cut or restricted, the decline in visitation—and tax revenue—is both immediate and long-term.

I urge you to protect the integrity of Oregon's TRT system and vote NO on House Bill 3962. Let's ensure that the dollars paid by visitors continue to benefit the communities, small businesses, and tourism economies they were designed to support.

Thank you for your time and consideration.

Sincerely,

Kim Molnar

Explore Prineville/Prineville Chamber