

Submitter: Deanna Pauli-Hammond
On Behalf Of: Cannon Beach Bakery
Committee: Senate Committee On Rules
Measure, Appointment or Topic: HB2977

Dear Members of the Senate Hearing Committee,

I am writing to express my firm opposition to House Bill 2977.

This legislation proposes raising the Transient Lodging Tax (TLT) by an additional 1.25%, adding to the existing 1.5% for a combined rate of 2.75%. While that might seem like a small percentage on paper, the real-world impact is significant and damaging. This increase makes hotel stays less affordable for everyday Oregonians, working families, retirees on fixed incomes, and budget-conscious travelers. Simply put, this bill prices the average person out of enjoying our state's communities — the very people this state is supposed to serve.

But beyond harming individuals, this bill directly hurts small businesses in Oregon's tourist-dependent towns. Local restaurants, coffee shops, boutiques, tour operators, family-owned attractions, and service providers all rely on a steady flow of overnight visitors. When lodging becomes too expensive, fewer people visit, and when they do, they spend less money in town. The ripple effect is devastating. These are not faceless corporations — they are the backbone of small-town economies. They employ local residents, pay local taxes, and give back to their communities.

Tourism isn't just about hotels — it's about entire ecosystems of local economies. Raising this tax at a time when many small businesses are still recovering from the economic impacts of the pandemic, labor shortages, and inflation is not only irresponsible, it's reckless.

Let's be honest: this bill isn't about improving infrastructure or reinvesting in communities — it's another way for government to extract more from people already overburdened by rising costs. We have to draw the line somewhere, and I urge you to recognize that this is the place to do it.

Reject House Bill 2977. Protect affordability. Support small business. And stop balancing government budgets on the backs of ordinary people and the towns that depend on their visits to survive..

Thank you for your consideration.

Sincerely,

Deanna Pauli-Hammond
Cannon Beach Bakery