

Submitter: Jenifer Roe
On Behalf Of:
Committee: Senate Committee On Rules
Measure, Appointment or Topic: HB2977
To Whom It May Concern,

As the owner of Crater Lake Zipline, a family-owned and operated adventure company in Southern Oregon, I'm writing to express our strong opposition to House Bill 2977.

Tourism is the backbone of our business — and our community. Every guest who visits our zipline course brings vital dollars into rural Oregon through overnight stays, meals at local restaurants, and shopping in small stores. These visitors don't just support our company — they support an entire ecosystem of local jobs and businesses that rely on tourism for survival.

HB 2977 proposes a significant increase to Oregon's statewide Transient Lodging Tax, raising it from 1.5% to 2.75%. While that may seem small on paper, the real-world consequences for businesses like ours are large. This bill would make Oregon less competitive with other travel destinations, discourage overnight stays, and potentially reduce the very tourism dollars that fuel small businesses and rural economies across the state.

The increased revenue from this bill would not be reinvested into tourism marketing or infrastructure — the things that actually drive visitor interest and spending. Instead, it would be redirected to fund agencies that already have access to multiple, unrelated revenue streams. That's not only unfair to Oregon's hospitality industry — it's shortsighted.

As a rural, family-run business, we don't have a safety net. We depend on Oregon's ability to remain a desirable and accessible destination. We've worked hard to build something special here — not just for our guests, but for our community and our employees. HB 2977 threatens the foundation we've built and shifts the burden of funding unrelated programs onto the shoulders of small tourism-reliant businesses like ours.

Please oppose House Bill 2977. Protect Oregon's tourism economy. Protect rural communities. And protect the future of family-owned businesses that depend on smart, responsible investment in travel and hospitality.

Sincerely,
Jenifer Roe

Owner, Crater Lake Zipline
Klamath Falls, Oregon