



Eastern Oregon Visitors Association
PO Box 511 La Grande, OR 97850
541-970-4551
www.eova.com / www.visiteasternoregon.com

June 24, 2025

Committee: Senate Committee on Finance and Revenue

Chair Meek, Vice-Chair McLane and honored members of the Senate Committee on Finance and Revenue,

Thank you for the opportunity to participate in the public hearing and work session on June 24, 2025 to express my opposition to HB3962-A.

For the record, my name is Alana Carollo, and I serve as the Executive Director of the Eastern Oregon Visitors Association (EOVA), a regional Destination Marketing and Management Organization (RDMO), serving eleven (11) counties and two (2) tribal governments east of the Cascades.

We work closely with our local Chambers of Commerce and Destination Marketing and Management Organizations (DMOs), and I am coming before you to express **significant** concerns about the **unintended, adverse** impacts of **HB 3962-A** – and what this could mean for our **eastern Oregon** partners.

I lived on the north coast for a number of years, and understand, and recognize the unique challenges these communities face. These are *not* directly the same challenges our communities face in Eastern Oregon and we are still extremely reliant on these dollars to increase visitor numbers across the region and year-round.

HB3962-A is NOT the right solution. The long-term impacts of this bill will reverberate throughout this industry, detrimentally shifting the tourism landscape.

This is not just about tourism promotion. This is about the impacts to our businesses and our communities, and I fear that eastern Oregon, and other communities like ours, will be collateral damage.

When I look at past testimony submitted, there is a strong correlation to those in support of the HB (county and local governments) and those who oppose (DMOs and lodging partners). It is important to remember that Oregon's lodging tax is a **self-assessed tax** — created by the industry to fund its own economic development. Notably, lodging partners are not the ones asking for this change, and their advocacy in opposition for HB 3962-A should be taken seriously.

This is a complex issue and there is no one size fits all solution, but there is a better path forward than HB 3962. Given the short legislative timeline, **I urge you to pause this effort**, convene a work group during the interim, and invite us to the table. This would allow for more thoughtful dialogue, collaborative compromise, and sustainable solutions that support both tourism and municipal needs. I would be happy to serve on such a committee and lend my time to this important conversation.

I would be happy to discuss further and can be reached at by email or phone listed below.

I greatly appreciate your time, your service, and your thoughtfulness in navigating this complex issue – **and respectfully ask you to please vote NO on HB 3962-A.**

Sincerely,

Alana Garner Carollo
Executive Director
541-970-4551 / execdirector@visiteasternoregon.com