

February 9, 2026

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

My Name is Tayler Brisbin and I am the owner and operator of Mes Amies, a boutique in McMinnville Oregon. I appreciate the opportunity to convey my opposition to HB 4148.

As a small business owner, I understand the challenges of our current economic climate, and while helping cities balance their budgets might seem like an obvious choice, I believe it is very short sighted. Tourism is a major economic driver, and by allowing the drastic shift in the required investments for tourism promotion from at least 70% down to 40% gives me a lot of pause. If I can't rely on my local DMO to be promoting tourism during the slower season it will have a direct negative impact on my ability to keep employees during the winter months. Giving more money to the city might help balance their budget, but what is the city doing to ensure that there is foot traffic downtown?

Without tourism, the Oregon economy suffers, and we need our DMO to be nimble in these challenging economic times, to be able to market what is so wonderful about our communities. I currently employ 6 part time employees, and they are able to get the hours they need year round BECAUSE Visit McMinnville has been successful in bringing tourists here in the shoulder season. Without their marketing efforts, I would only be able to keep one employee during January and February.

HB4148 reduces the investment in driving visitor demand, and if it passes, small businesses are going to be the first ones who are negatively impacted. We already face so many challenges with increased costs, tariffs, and the rise of e-commerce competition, small independently owned businesses are closing left and right, HB4148 would be another nail in the coffin.

Tourism promotion is a crucial piece of Oregon's long term economic strategy. Reducing or eliminating the momentum created by tourism investments would be detrimental to Oregon's long term economic health. Opposing HB 4148 is essential to ensure that tourism destinations and DMOs remain viable, as do the communities that they support.

Thank you for the opportunity to submit this testimony.

Tayler Brisbin

Owner Operator | Mes Amies