

Submitter: Emily Iverson

On Behalf Of:

Committee: House Committee On Revenue

Measure, Appointment or Topic: HB4148

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

My name is Emily Iverson, and I am part of the management team at Wooden Shoe Tulip Farm in Clackamas County. Our family farm is one of the largest agritourism destinations in Oregon, welcoming more than 150,000 visitors annually during our spring tulip season, in addition to summer flower events, wine tourism, and educational programming. I appreciate the opportunity to submit testimony in opposition to HB 4148.

The transient lodging tax was established as a self-funded economic development tool, designed to reinvest visitor dollars back into tourism promotion, destination management, and the experiences that attract visitors to Oregon in the first place. This system works only when those funds are used as intended.

HB 4148 would further divert lodging tax revenues away from tourism promotion and destination support. For rural communities and agritourism operations like ours, this redirection has real and measurable consequences. Visitors who stay overnight in nearby lodging also spend money at local farms, wineries, restaurants, shops, and events. When destination marketing organizations and tourism partners lose funding, visitation declines, and those tourism dollars disappear from our local economies.

We are increasingly concerned by the number of proposals this session that seek to reallocate lodging tax revenues for purposes unrelated to tourism. Each change weakens the effectiveness of the tax, reduces marketing reach, and undermines the return on investment that lodging providers and tourism businesses rely on to sustain jobs and economic activity.

At a certain point, continued diversion turns the transient lodging tax into a general fund in practice, if not in name. When promotion is underfunded, visitation drops, revenues decline, and rural businesses, especially seasonal and family-run operations, are disproportionately impacted.

We respectfully urge the committee to oppose HB 4148 and protect the integrity of the transient lodging tax so it can continue to support a strong, sustainable tourism economy across Oregon.

Thank you for your time and consideration.

Sincerely,

Emily Iverson  
Wooden Shoe Tulip Farm & Vineyards  
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