

Submitter: Kathryn Cvitanovich
On Behalf Of:
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4148

My name is Katy Cvitanovich, and I live in Astoria, Oregon. I am writing in support of HB 4148.

I live and work on the North Coast and see firsthand both the benefits and the challenges that come with a strong tourism economy. Tourism is vital to our local businesses and workforce, and our communities value the visitors who come to enjoy the Oregon Coast.

At the same time, the reality in many coastal communities is that our infrastructure and public services are under increasing strain. During peak seasons, our population grows dramatically. Local law enforcement, emergency medical services, volunteer fire departments, sanitation systems, public restrooms, roads, and parking are all impacted. These services are essential not only for residents, but for visitors as well. In many areas, the issue is no longer attracting more visitors. The challenge is having the capacity to safely and sustainably support the level of visitation we already experience.

HB 4148 does not raise taxes and it does not eliminate tourism funding. It maintains a required minimum investment in tourism promotion while giving local governments the flexibility to use existing lodging tax revenue to address the real impacts of tourism on public safety and infrastructure.

This flexibility is important because conditions vary across the state. Some communities may need additional promotion. Others, particularly mature destination communities like those on the coast, need the ability to invest in emergency services, facilities, and infrastructure that protect both residents and the visitor experience.

Strong communities are the foundation of a strong tourism economy. When emergency response times increase, facilities are overwhelmed, or basic services cannot keep up, the visitor experience suffers and community support for tourism erodes.

HB 4148 helps communities adapt to current conditions, invest where the need is greatest, and sustain Oregon's tourism economy for the long term. I appreciate the bill's balance of flexibility, continued support for tourism, and added transparency.

Thank you for your consideration, and I respectfully ask for your support of HB 4148.

Sincerely,

Katy Cvitanovich
Astoria, Oregon