

Submitter: Bettina Hannigan
On Behalf Of:
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4148
Written Testimony in Opposition to HB 4148
Submitted by Bettina Hannigan, President & CEO
Florence Area Chamber of Commerce | Destination Management Organization

Chair and Members of the Committee,

My name is Bettina Hannigan, and I serve as President and CEO of the Florence Area Chamber of Commerce, the contracted Destination Management Organization for the City of Florence.

I am writing in strong opposition to HB 4148.

Over the last five years, Florence has experienced more than 50% growth in tourism-generated economic impact, achieved through intentional, sustainable stewardship of Transient Lodging Tax (TLT) investments. This growth did not happen by accident. It is the direct result of consistent, focused tourism promotion that drives visitor demand, supports local businesses, and sustains jobs year-round.

Tourism supports more than 50% of local jobs in our community. As a truly rural, coastal city—often described as “island-like” due to our geographic isolation—we do not have the economic buffers many urban or suburban communities rely on. There is no Walmart, Trader Joe’s, or Costco within 60 miles. When visitor demand declines, our local economy feels it immediately.

HB 4148 would significantly weaken the very funding structure that has allowed communities like ours to succeed. Diverting TLT dollars away from tourism promotion undermines a proven economic development tool and places disproportionate risk on rural communities that depend on visitor-driven revenue to remain viable.

Tourism promotion is not discretionary spending—it is economic infrastructure. It supports small businesses, family-wage jobs, and community services, while reducing pressure on local residents to shoulder the tax burden alone.

Florence has demonstrated that when tourism dollars are protected and invested as intended, they work. Please do not disrupt a system that is delivering measurable, sustainable results.

I respectfully urge you to oppose HB 4148 and allow Destination Management

Organizations to continue the good work already underway.

Thank you for your time and consideration.

Respectfully,

Bettina Hannigan
President & CEO
Florence Area Chamber of Commerce
Florence, Oregon