

EXPLORE TUALATIN VALLEY

February 9, 2026

House Committee on Revenue
Oregon State Legislature
900 Court Street NE
Salem, OR 97301

Re: Oppose HB 4148 – Testimony to the House Committee on Revenue

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters and Committee Members:

My name is Dave Parulo, President and CEO of Explore Tualatin Valley, the destination promotion organization for Washington County.

I am writing to respectfully urge your **opposition to HB 4148**, which proposes to expand the use of Transient Lodging Tax (TLT) funds beyond their original intent of supporting Oregon's tourism industry.

While the bill is well intentioned, I fear it would systematically divert funding away from tourism promotion and destination development throughout Oregon.

TLT revenues are a reinvestment tool—generated by visitors and returned to the communities that host them—to sustain and grow the tourism economy.

It is important to recognize that meaningful destination development investments **are already funded within the existing 70% allocation** for tourism promotion, extending well beyond marketing alone. These investments strengthen communities, attract visitors, and generate long-term economic returns.

As a local example, Explore Tualatin Valley has contributed **\$4.0 million** in matching funds for tourism infrastructure projects including:

- Hillsboro Hops Baseball Stadium
- Scoggins Creek Campground Development
- Patricia Reser Center for the Arts
- Hillsboro's Bridge of Land and Sky
- Broadway Rose Theater Company

In addition, we invest **\$90,000 annually** to support nine Chambers of Commerce to fund economic development and visitor centers programs.

We also grant over **\$150,000 each year** to support local events and small destination development projects.

If tourism agencies experience reduced funding due to changes in TLT allocation, I am concerned that the community organizations supported by these programs will be placed at risk as tourism entities are forced to narrow their focus.

On a broader scale, should destination marketing and management organizations lose access to TLT reinvestment, the impact will extend well beyond tourism offices. Hotels, restaurants, retailers, recreation providers, and cultural institutions all depend on consistent promotion and visitation. A decline in promotion can result in job losses, reduced tax revenue, and business closures.

Oregon's tourism industry creates jobs, generates local and state tax revenue, and drives economic growth in both urban and rural communities.

For these reasons, I respectfully urge you to vote **NO on HB 4148** and protect an industry that benefits communities across the state.

Sincerely,

Dave Parulo

Dave Parulo
President & CEO