

Submitter: Jennifer Brusa  
On Behalf Of: Hospitality Businesses in Oregon  
Committee: House Committee On Revenue  
Measure, Appointment or Topic: HB4148

Chair and Members of the Committee,

My name is Jen Brusa, and I am the owner and founder of Beloved Cheesecakes, a small business with two brick-and-mortar locations in Albany and Canby, Oregon. I respectfully submit this testimony in opposition to HB 4148.

Tourism is not an abstract concept for businesses like mine. It is real customers walking through our doors, ordering desserts for weddings, birthdays, conferences, and family visits. It is visitors discovering our towns, supporting local restaurants, shops, hotels, and the people who work in them.

Local lodging tax dollars are a critical investment in driving that visitor demand. Destination marketing organizations play a direct role in sustaining tourism during shoulder and off-peak seasons, when small businesses are most vulnerable. Redirecting these funds away from tourism promotion and into general funds may help short-term budgets, but it risks long-term economic harm.

If fewer visitors come, small businesses feel it first. Hours are reduced. Hiring slows. Seasonal staff are cut. The ripple effects impact not only business owners, but employees, families, and entire communities.

As a small business owner, I plan carefully, invest locally, and rely on consistent tourism promotion to keep my doors open year-round. HB 4148 would undermine that stability and shift the burden onto businesses already operating with tight margins.

I urge you to consider the real-world consequences of this bill and to protect lodging tax funds for their intended purpose: promoting tourism, supporting jobs, and strengthening local economies across Oregon.

Thank you for your time and consideration.

Respectfully,  
Jen Brusa  
Owner & Founder, Beloved Cheesecakes  
Albany & Canby, Oregon