

Submitter: Max Sherman

On Behalf Of:

Committee: House Committee On Revenue

Measure, Appointment or Topic: HB4148

Dear House Committee on Revenue,

I urge you to support HB 4148.

The original intent of the TLT was clear and important: to promote tourism. On the Oregon Coast, our destination marketing organizations have done that job well. People know the Coast, they know what we offer, and tourism remains strong — with visitors coming from across Oregon and from around the country.

At the same time, that success brings real challenges. During peak seasons, the population of many coastal communities doubles or even triples. That puts tremendous strain on local roads, infrastructure, law enforcement, emergency services, and public safety budgets. Cities and counties are expected to meet those demands, but they simply don't have enough flexible revenue to keep up.

This proposal doesn't eliminate tourism promotion, and it doesn't ignore the role that lodging and restaurants play in our local economy — they are vital partners. What it does is recognize that when tourism is strong and well-established, local governments need a greater share of the TLT to maintain the services and infrastructure that make tourism possible in the first place.

Well-maintained roads, adequate public safety staffing, and reliable public services aren't just good for residents — they directly improve the experience for visitors and support the long-term success of our hospitality industry.

In coastal communities like ours, a thoughtful rebalance of how TLT dollars are allocated makes sense. It's about fairness, sustainability, and making sure our communities can handle the very success we've worked hard to achieve.

Thank you,
Max Sherman
Hebo, Oregon