

Submitter: Carol Tannenbaum
On Behalf Of: McKenzie River Lavender
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4148

Date: February 9, 2026

Bill and Committee: HB 4148 – House Committee on Revenue

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters and members of the House Committee on Revenue,

My name is Carol Tannenbaum, and I am owner of McKenzie River Lavender as well as the chair of McKenzie River Chamber of Commerce Tourism Committee serving the McKenzie Valley in rural Lane County. I am writing in opposition to HB 4148 because it would reduce the availability of Transient Lodging Tax (TLT) resources for investment in the local McKenzie Valley tourism economy. Tourism is the economic backbone for the rural communities of the McKenzie Valley. The TRT funds allocated to McKenzie Valley are being used for projects that are locally focused. We are not a lodging business, but we depend on visitor activity that lodging tax-supported marketing helps generate. I host visitors as well as locals to my farm to enjoy the magical experience of lavender in bloom. Our McKenzie Valley restaurants, shops, and many recreation providers and local services all rely on people choosing to come here. Increasing lodging costs put Lane County at a disadvantage when visitors and event planners compare destinations. Tourism funding supports services and experiences residents value, not just visitors. Events, cultural programs, and small businesses that strengthen our communities depend on a healthy visitor economy. Wise, local investment of lodging tax revenues strengthens the local tourism system.

As Chair of the McKenzie River Tourism Committee, I know firsthand the value of the very modest TRT funds that we have available to strengthen McKenzie Valley's attractiveness and market it to visitors. A model for allocated TRT resources invested back into rural tourism destinations and businesses works very well for McKenzie Valley. Erosion of resources for non-tourism purposes would significantly impair the region's ability to prosper. We work closely with both Travel Lane County and the Willamette Valley Visitors Associations (our local and regional destination marketing organizations) to leverage our resources and gain access to tourism promotion skills not available in our community.

Oregon's TRT distribution model is not broken and does not need revising. Rural tourism communities are very well served now. Decisions are made locally with professional support from a statewide destination marketing infrastructure.

For these reasons, I respectfully urge you to oppose HB 4148 and vote no. Thank you for considering the perspective of rural Lane County businesses, workers, and organizations.

Sincerely,
Carol Tannenbaum

Owner
McKenzie River Lavender
Walterville, Oregon