



Date: February 9, 2026

Name: Mike Willock, Owner/Operator, Outriders Northwest

Bill Number and Committee: HB 4148 – Testimony to the House Committee on Revenue

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

My name is Mike Willock, and I am the Owner/Operator of Outriders Northwest. I am a small business owner in Central Oregon that offers unique off-road ATV experiences and snowmobile opportunities to visitors and locals alike. I work closely with the National Forest, local counties, Visit Central Oregon, and the regional community members to create a fun and exciting adventure that families, companies and groups can enjoy together. I appreciate the opportunity to convey our opposition to HB4148 as it is currently written.

As a business in the tourism and hospitality industry, I understand the unique challenges and constraints faced by increases in tourism. I also understand the value that tourism brings to the local economies of our state. It is the successful collaboration between tourism and hospitality businesses and Chambers and DMOs that is helping to generate economic impact and create new jobs across Oregon, in even the most rural parts of our state.

At the state level, tourism has become a bedrock of Oregon's economy as a result of the Tourism Investment Proposal of 2003, which created Travel Oregon, established a dedicated funding source through the statewide transient lodging tax, and protected local funding investments in tourism.

During the recession of 2003, the Governor, legislature, and leaders across the state recognized that tourism was an untapped market and that strategic and sustained investment in tourism was needed to establish Oregon as a travel destination for business and leisure.

While we understand the desire for increased funding, we are opposed to HB 4148 as written and ask for a no vote on this bill without an amendment to include a grandfather clause that honors the 2003 agreements. We believe in working together to find a compromise between the tourism industry and local governments that is a win-win, and we believe in seeking a solution that gives stability to a proven economic engine while also supporting the needs of local communities. Regardless of what is determined



for future splits, reducing funding for one of Oregon's largest economic drivers is shortsighted, in direct opposition to the Governor's Prosperity Road Map, and simply doesn't make sense. During a time when the economy is sputtering, reducing funding to our tourism economy would be a mistake that would harm all Oregonians and would reduce our ability to leverage these funds for our communities.

There are countless programs and stories from Central Oregon that have been galvanized by the lodging tax investments to create sustainable product development and destination development initiatives. These include things like supporting smaller, rural communities with marketing some of the amazing amenities they already have as well as increasing partnerships with other outdoor recreation non-profits like Leave No Trace. Without a clause to honor historical agreements, our state's economy will suffer and so will our local communities. We believe that this bill is close, but not the solution as it is currently written.

Your opposition to HB 4148 will allow your constituents and businesses in our region to continue to do the great work that is currently underway, and to continue important projects and partnerships vital to promoting while protecting our future resources.

Thank you for helping your tourism constituency remain stewards of Oregon's natural wonders. We will continue our work to support vibrant local communities to improve livability for all residents of Oregon.

Thank you for the privilege to submit my testimony for your consideration.

Mike Willock

Owner/Operator

Outriders Northwest