



Date: February 3, 2026

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 Heather Johnson, and I am the CEO of Oregon Media, LLC. I appreciate the opportunity to convey our opposition to HB 4148.

Oregon Media is a tourism-dependent media company that supports Oregon's visitor economy through destination storytelling, regional marketing, and content partnerships that help generate awareness, demand, and responsible visitation across the state. While we are not a lodging provider or a destination marketing organization, our business is directly tied to the success of Oregon's tourism system and the long-standing collaboration between Travel Oregon, local and regional DMOs, and tourism partners statewide.

Since the Tourism Investment Proposal of 2003, Oregon has benefited from a stable, strategic framework that established Travel Oregon, created a dedicated statewide funding source, and protected local tourism investments. That framework has allowed not only DMOs and lodging providers to plan and invest effectively, but it has also supported the broader ecosystem of businesses, including media, marketing, and creative professionals, that play a critical role in attracting visitors and amplifying Oregon's communities.

Oregon Media currently employs 19 full-time staff and contracts with more than 100 freelance writers and photographers throughout Oregon. These creatives live and work in both urban and rural communities, and their livelihoods depend on sustained investment in tourism marketing, destination development, and stewardship efforts that are made possible through this collaborative funding model.

Like our DMO partners, our work is focused on supporting off-peak and shoulder season travel, highlighting rural and Tribal communities, promoting responsible recreation, and telling the stories that help distribute visitation in ways that benefit communities year-round. These

efforts are only effective when there is consistency and reliability in tourism funding that allows long-term planning and partnership.

HB 4148, as currently written, would undermine this proven model by altering funding allocations without honoring the agreements established in 2003. For businesses like Oregon Media, this uncertainty would reduce marketing activity, limit partnerships with Travel Oregon and DMOs, and result in fewer projects that directly support jobs, small creative businesses, and local economies across the state.

While we understand the desire to address funding needs for local communities, reducing or destabilizing investment in one of Oregon's largest and most effective economic drivers is shortsighted. Tourism is a sector that has delivered measurable returns for decades, and weakening the system that generates visitor spending risks reducing overall economic activity, tax revenue, and employment statewide.

It is also important to recognize that many of the visitors affected by these changes are Oregonians themselves. At a time when discretionary spending is under pressure, policies that diminish Oregon's ability to promote and manage tourism responsibly may discourage in-state travel and further impact small businesses and creative workers who rely on a healthy visitor economy.

For these reasons, we respectfully urge the Committee to oppose HB 4148 as written and to consider amendments that honor the 2003 Tourism Investment framework while supporting collaborative solutions that maintain stability for a proven economic engine and the communities it serves.

Thank you for the opportunity to submit this testimony and for your continued service to Oregon's economy and communities.

Sincerely,

Heather Johnson
CEO
Oregon Media, LLC
www.oregonmedia.com
974 NW Riverside Blvd.
Bend, OR 97703
541.389.4383 x 501