



February 11, 2026

**Opposition to HB 4148**

**Chair Nathanson, Vice-Chairs Reschke and Walters, and Members of the Committee:**

On behalf of the Coos Bay-North Bend-Charleston Visitor & Convention Bureau (VCB) – the local Destination Management Organization for these three communities on the South Coast – I am writing today to register opposition to HB 4148

In my verbal testimony on Monday, I shared the following with the committee.

The VCB receives 39% of the local lodging taxes. When I joined the VCB in 2017, the budget was less than \$370,000. Within three years of focused, targeted marketing, we grew that budget to just under \$1 million. And today, our budget tops \$1.6 million.

We were able to do this because the better we market our destination, the more visitors who come. The more visitors who come, and stay overnight, the more lodging taxes are collected. The more lodging taxes collected, the more money our city's get in their general funds – both Coos Bay and North Bend keep 61% of all lodging taxes collected in their jurisdictions.

The more visitors who come, the better our restaurants do, the better our outfitters do, the better our retailers do. In the past 4 years alone, we have seen a 20% increase in the number of restaurants and outfitters opening businesses in our communities because our visitor economy is growing.

This doesn't happen by accident. It takes funding to market our destination. It takes a steady, dedicated funding source that destination marketing organizations can count on to ensure the economic vitality from tourism in our small, rural communities. It takes funding to cut through the noise of the hundreds of other destinations vying for the same visitor.

And even with our \$1.6 million budget, we have less than half the funding that our competitors on the Central and North Coast have.

Any action that lessens the amount of funding that we have to encourage travelers to choose Coos Bay, North Bend & Charleston for their next vacation is detrimental to the overall economic wellbeing of our three communities.

Visitors spend \$147 million annually in just our three communities, supporting 2,100 local jobs. But even with that large amount of visitor spending, our hotels are not at full capacity. Even in peak summer season, at best we're at 80% occupancy, which is why promoting tourism to our communities is vital.

For every \$1 the VCB invests in marketing to promote our towns, more than \$26 comes back in visitor spending and taxes. That is a 26-to-1 return on investment (ROI). The VCB could not attain that level of ROI without the dedicated funding it receives. Weakening the TLT would reduce the VCB's ability to drive that impact for local businesses.

The one-size-fits-all nature of HB 4148 does not fit us and would be detrimental to the overall economic vitality of our communities. Please vote No on HB 4148 and consider instead the compromise the Oregon Restaurant and Lodging Association (ORLA) has brought forth in a show of good faith.

I'm available for any questions you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Janice Langlinais".

Janice Langlinais  
Executive Director  
Coos Bay-North Bend-Charleston Visitor & Convention Bureau  
janice@OregonsAdventureCoast.com