

Submitter:

Craig Berdie

On Behalf Of:

Committee:

House Committee On Revenue

Measure, Appointment or Topic:

HB4148

As a community, Yachats is deeply committed to the Oregon tourism economy, but the current legislative spending mandates are out of sync with modern market realities. We currently invest heavily in our Destination Marketing Organization (DMO), including \$70,000 in direct funding, \$8,500 for Visitor Center facilities, and a significant \$750,000 marketing campaign over three years. While these investments—alongside our two hundred-thousand-dollar spend on our museum upgrade and more on other visitor related projects—prove our dedication to the visitor experience, they also highlight a growing imbalance.

In the digital age, sophisticated marketing strategies provide higher conversion at a lower cost than the legacy models envisioned by current statutes. For inherently attractive coastal destinations like Yachats, the mandated spending levels now result in a surplus of marketing capital that could be more effectively deployed elsewhere. To maintain the Oregon "brand," Yachats requires the autonomy to pivot TRT funds toward visitor-impacted infrastructure and middle-income housing. We ask for the flexibility to ensure that our marketing success does not come at the cost of our community's livability. By allowing us to invest in the people and the pipes that make tourism possible, you empower Yachats to remain a sustainable, world-class destination.

Craig Berdie

Mayor, City of Yachats