

Submitter: GRIFFYN Storm
On Behalf Of: Josephine County Visitors Association
Committee: House Committee On Emergency Management, General Government, and Veterans
Measure, Appointment or Topic: HB3556

Submitter: Griffyn Storm
On Behalf Of: Visit Grants Pass
Committee: House Committee On Emergency Management, General Government, and Veterans
Measure, Appointment, or Topic: HB 3556

House Committee on Emergency Management, General Government, and Veterans
Oregon State Capitol, 900 Court Street NE
Salem, Oregon 97301

Re: HB 3556 – Relating to the use of local transient tax revenue

Chair Tran, Vice Chair Grayber, Vice Chair Lewis, and Members of the Committee,

I am writing in opposition to HB 3556. As the Marketing Manager for Visit Grants Pass, my role is to drive tourism to our region, ensuring that local businesses, hospitality providers, and attractions continue to thrive. Tourism is a vital economic driver for our community, and without dedicated support, its growth and sustainability are at risk.

If passed, this bill would significantly hinder Grants Pass's ability to market itself as a premier travel destination. The transient lodging tax plays a critical role in funding initiatives that attract visitors, support local businesses, and create jobs. Redirecting these funds away from tourism promotion would have long-term negative impacts on the economic health of our region.

Over the past decade, Southern Oregon's tourism industry has experienced steady growth. Between 2013 and 2023, travel spending in the region increased by 35%, with an average annual growth rate of 3.5%. Employment in the sector expanded by 20%, adding nearly 2,050 jobs, while employee earnings saw a cumulative rise of 28%, providing increased income opportunities for local residents.

As someone dedicated to fostering sustainable tourism in Grants Pass, I strongly urge you to oppose HB 3556. Supporting tourism is supporting jobs, small businesses, and the economic vitality of our community.

Thank you for your time and consideration.

Best,
Griffyn Storm
Marketing Manager
Visit Grants Pass