



March 7, 2025

HB 3556: Oppose TLT changes

Chair Tran, Vice-Chair Grayber, Vice-Chair Lewis and Members of the House Committee on Emergency Management, General Government and Veterans:

On behalf of the Coos Bay-North Bend-Charleston Visitor & Convention Bureau – the Destination Management Organization for these three communities on Oregon’s South Coast – I am writing to voice opposition to HB 3556. It sells short the numerous community contributions made by the industry.

Tourism contributes \$2.3 billion and nearly 26,000 jobs to the coastal economy, employing workers and keeping afloat, through seasonal influxes, the restaurants and other local recreational and cultural opportunities that year-round residents enjoy. Tourism isn’t just about attracting visitors; it builds an exceptional quality of life for people who live in communities around the state. Many communities might not have performing arts centers, stunning parks and other gems if not for the tourism facility investments our industry has made through the TLT.

Improving our communities for visitors creates inherent benefits that improve livability. Communities where people enjoy visiting are places where people want to live. The tourism industry is central to community development in many coastal communities. It also contributes mightily in income taxes to the state by employing thousands of people. It contributes property taxes. In addition, a disproportionate amount of water and sewer services are paid for by restaurants and lodging establishments. We pay our fair share as an industry.

Cities and counties up and down the coast also are already benefitting mightily from the TLT split – which in many cases is NOT 70/30. In my region, Coos Bay and North Bend keep 61 percent of TLT revenue for their general funds, with just 39 percent going to tourism. In Lincoln County, 71 percent of the TLT is spent on general government, while 19 percent goes to tourism. Manzanita collects 90 percent of the existing lodging tax and Newport keeps even more.

We in the tourism industry are contributing more than our fair share in the communities we serve. That’s why we oppose HB 3556 and we encourage you to do the same.

All the best,

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