

Submitter: Paula Latasa  
On Behalf Of:  
Committee: House Committee On Emergency Management, General Government, and Veterans  
Measure, Appointment or Topic: HB3556

Dear Oregon Representatives,

As a new small business owner in a rural community dependent on tourism, I respectfully request that you vote “NO” on House Bill 3556. This bill would divert much needed Transient Lodging Tax (TLT) revenues away from local tourism promotion to fund ‘tourism impact services,’ such as public safety and infrastructure. While these services are important, this shift would come at the expense of tourism marketing, which fuels local economies and supports small businesses. The TLT was specifically designed to promote tourism and should stay in that financial bucket.

Although I have been a business owner for more than 30 years, I am brand new to the tourism industry and have sought help from every resource I could. The support and resources I have gained from the tourism industry has been essential in guiding and helping me to build my business.

I also see how essential the funding and resources from these taxes are to the other businesses in my community, regardless of whether the businesses are tourism related or not. As we see our economy currently weakening and impacting many people’s disposable income, we need those tourism dollars to offer regional travel opportunities and attract more people to the recreational opportunities in Oregon.

Please vote “No” on HB 3556 to honor the intent of the bill and to help rural tourist economies grow.

Thank you,  
Paula Latasa  
Gear Up Maupin, LLC