

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

While our small (1,475 pop) community does not currently have a local TLT in place, the Mayor and Council have appointed a Revenue Options sub-committee that has been reviewing all potential revenue streams available to address existing and future projected shortfalls in all funds, but most urgently on revenue options for the City's general fund. Like most communities in Oregon, Coburg's general fund has been operating with expenses outpacing revenues for a number of years and that trend must be reversed.

A local TLT is currently being considered but current ORS limits to its allowed uses significantly reduces its viability to address the areas of concern to the general fund, most notably the ability to maintain the existing, small but extremely valuable local Police Department that is critical for the safety and identity of a small community that finds itself desirable in the tourism realm for its small town, agricultural history and alternative to its more urban partner communities in the region, most notably Eugene less than ten miles away.

The ability provided by the proposed adjustments to allowed TLT uses would provide local decision making to direct funds to support services that are critical to both the community and our existing and future tourism economy. State mandates on the level/ratio of funding that must be dedicated to tourism promotion is a poor, one size fits all approach.

There is no doubt that tourism promotion is a critical and necessary element of a viable tourism economy, but marketing a product that has identifiable flaws that can be improved or resolved by the very funding source that is limited primarily for marketing activities seems to have been addressed by the proposed adjustments and the City of Coburg supports this effort.

Thank you for considering the City of Coburg's interests as you work through this long-standing tussle on how best to utilize and maximize tourism related funds in a balanced manner.