

Local Lodging Tax Flexibility Talking Points

The City of Madras supports this bill because we are a small city with limited resources. We have several hotels and are supporting tourism. Allowing the flexibility, will all the city to utilize the resources to help keep our community safe, improve the infrastructure and support our community with grants.

- **Voters support it.** A 2024 public opinion poll found that over 70% of voters support changing the law so that a larger portion of local TLT revenue can be used to fund vital city services—helping sustain and enhance tourism by addressing its impacts, rather than disproportionately allocating funds to traditional tourism promotion.
- **It reexamines a longstanding preemption so communities rethink how tourism related (TLT) revenues and balances impacts on communities so that it is mutually beneficial to businesses, tourists, and community members.** Under HB 4146(2016), the state reduced the amount of “tourism promotion” spending from 80% to 65% because they found other ways to support a tourism economy outside of promotion.
- **It will ensure communities remain safe.** Each year, a significant number of visitors across Oregon interact with local law enforcement and the justice system. In Clatsop County, one-third of all jail bookings, arrests, and tickets are non-residents. Tourism also increases demand for local resources to respond to accidents and incidents on highways and recreational sites. In rural areas, volunteer-staffed fire agencies are under substantial strain with their workload, financial capacity, and staffing.
- **More tourists are staying in vacation rentals through Airbnb and VRBO, not hotels and motels, that increase use of community infrastructure in neighborhoods not tourists areas of a community like the downtown core.** Currently, \$633 million annually is needed to address cities’ transportation operations and maintenance deficit and \$5.2 billion for cities’ water needs.
- **Outdoor recreation is critical to Oregon’s tourism economy and trails, campgrounds, boat ramps, parking areas and more—are seeing historic use levels that are outpacing critical maintenance.** According to 2023 Oregon Park and Recreation Provider Survey Report, most park operators have on average \$5 to 9 million in deferred maintenance.