

Submitter: J.B. Carney  
On Behalf Of:  
Committee: House Committee On Emergency Management, General Government, and Veterans  
Measure, Appointment or Topic: HB3556

Chair Tran, Vice-Chair Grayber, Vice-Chair Lewis, and Distinguished Committee Members,

For the record, my name is J.B. Carney, and I serve as the Senior Director of Sports at Travel Lane County and the Eugene, Cascades & Coast Sports Commission. I am submitting this written testimony to strongly urge you to oppose House Bill 3556.

Like many communities across Oregon, Lane County faces significant economic challenges during the winter months. Our region supports over 10,000 hospitality and tourism jobs, many of which experience reduced hours or temporary layoffs during this slow season. As a former hotel general manager in this community, I have personally faced the difficult reality of cutting employee hours or issuing layoffs just before the holidays.

Proper investment in tourism not only creates new jobs but also ensures stable, year-round employment. One of the most effective ways to achieve this stability is by investing in facilities that attract visitors beyond peak seasons. The Transient Lodging Tax (TLT) has been a vital tool in making these investments possible.

For example, TLT funding is essential for expanding the Florence Events Center, a cultural and economic hub on the coast. A thriving Florence Events Center means increased business activity along Bay Street and greater economic vitality for the entire community.

Additionally, Lane County residents have worked for years to develop an indoor multi-use facility that would serve as a much-needed practice and competition space for local youth, a gathering place for residents, and an emergency shelter during disasters. This facility would also allow us to host youth sporting events—including volleyball, basketball, wrestling, and track and field—driving visitor spending during the off-season while enhancing community wellness and resilience.

Weakening the TLT structure jeopardizes these critical investments, threatening jobs, businesses, and essential community projects. By opposing House Bill 3556, we can continue making long-term strategic investments that sustain Oregon's economy and workforce.

I urge you to protect this vital economic development tool and oppose House Bill

3556.

Thank you for your time and consideration.