

**REVENUE:** Revenue statement issued

**FISCAL:** Fiscal statement issued

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<b>Action:</b>	Do Pass as Amended, Be Printed Engrossed, and Be Referred to the Committee on Ways and Means
<b>Vote:</b>	4 - 1 - 1
<b>Yeas:</b>	Edwards, Girod, Starr, Beyer
<b>Nays:</b>	Atkinson
<b>Exc.:</b>	Burdick
<b>Prepared By:</b>	Richard Berger, Administrator
<b>Meeting Dates:</b>	3/7, 4/11

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**WHAT THE MEASURE DOES:** Requires the Department of Transportation to establish a wine country license plate program upon receipt of an amount sufficient from private entities to cover the cost of creating the plate. Sets fees for wine country plate. Requires Department to collect fee for wine country plate upon renewal of registration in addition to at the time the plates are originally issued. Requires Department, after deducting its administrative cost of the program, to deposit proceeds from the sale of the wine country plate program into an account designated by Oregon Tourism Commission. Requires the Commission, after deducting its cost of production of the plates including the administrative cost related to marketing the plate, to distribute the funds received through the program. Requires one-half of the funds to be distributed as matching grants to tourism promotion agencies to promote wine and culinary tourism. Requires grants to show a one-to-one match from sources other than the Oregon Business Development Department or Commission programs. Requires one-half of the funds to be distributed to tourism promotion agencies in amounts proportional to the amount of acreage in each region used for wine and grape production.

**ISSUES DISCUSSED:**

- Concern over state funds being used by private entities
- Distribution of funds between culinary tourism and tourism in general
- Public safety concerns over number of different plates on the road
- Reimbursement of administrative costs

**EFFECT OF COMMITTEE AMENDMENT:** Requires the Department of Transportation to establish a wine country license plate program only after receipt of an amount sufficient from private entities to cover the cost of creating the plate. Requires ODOT to collect fee for wine country plate upon renewal of registration in addition to at the time the plates are originally issued. Requires Department, after deducting its administrative cost of the program, to deposit proceeds from the sale of the wine country plate program into an account designated by Oregon Tourism Commission. Requires the Oregon Tourism Commission, after deducting its cost of production of the plates including the administrative cost related to marketing the plate, to distribute the funds received through this program. Requires one-half of the funds to be distributed as matching grants to tourism promotion agencies to promote wine and culinary tourism. Requires grants to show a one-to-one match from sources other than the Oregon Business Development Department or commission programs. Requires one-half of the funds to be distributed to tourism promotion agencies in amounts proportional to the amount of acreage in each region used for wine and grape production.

**BACKGROUND:** The wine country license plate would be Oregon's fifth specialty license plate, including the limited duration Pacific Wonderland plate created in 2009. The proceeds of the sale of the wine country license plate will be distributed through the Oregon Tourism Commission. The Oregon Tourism Commission, doing business as Travel Oregon, is a semi-independent agency created by the Legislative Assembly in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$7.7 billion tourism industry.

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*This summary has not been adopted or officially endorsed by action of the committee.*