

**Fiscal:** No fiscal impact

**Revenue:** Has minimal revenue impact

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**Action Date:** 02/10/16

**Action:** Do Pass With Amendments And Requesting Subsequent Referral To Ways  
And Means Be Rescinded. (Printed A-Eng.)

**Meeting Dates:** 02/10

**Vote:**

Yeas: 5 - Beyer, Girod, Monroe, Riley, Thomsen

**Prepared By:** Patrick Brennan, Committee Administrator

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**WHAT THE MEASURE DOES:**

Directs the Oregon Tourism Commission to distribute one-half of revenues from the sale of wine country vehicle registration plates for the purpose of wine and culinary tourism promotion, in collaboration with the Oregon Wine Board and relevant regional wine industry associations. Permits the Oregon Department of Transportation to issue wine country plates to vehicles operated by the Board. Declares emergency, effective on passage.

**ISSUES DISCUSSED:**

- Wine tourism in Oregon
- Oregon's tourism promotion efforts small compared to Washington and California
- Effect of proposed amendment

**EFFECT OF COMMITTEE AMENDMENT:**

Replaces original measure.

**BACKGROUND:**

The Driver and Motor Vehicle Services Division (DMV) of the Oregon Department of Transportation (ODOT) issues vehicle registration plates required to legally operate a motor vehicle on Oregon roads. Oregon DMV provides several options for vehicle registration plates; the standard "tree plate" is issued to all vehicle owners unless they opt for one of several alternatives, each of which requires payment of an additional fee. Registration plates come in several categories, including "special registration plates" (such as Pacific Wonderland, Crater Lake and Wine Country plates), "non-profit group plates" (such as Keep Kids Safe, Share the Road and Lions Clubs of Oregon plates), "higher education plates" (Oregon State University, University of Oregon, University of Portland, and Willamette University), and "veteran and service-related plates," which includes Gold Star Family registration plates.

The Legislative Assembly created the wine country registration plate in 2011 with the passage of Senate Bill 442. Proceeds of the sale of wine country plates, which cost an additional \$30 at issuance and at each two-year renewal, are distributed through the Oregon Tourism Commission, a semi-independent agency created in 2003 to enhance Oregonians' quality of life by strengthening the economic impacts of the state's tourism industry. The Commission uses surcharge proceeds for two programs: general tourism that is disbursed through local tourism agencies representing wine regions; and wine and culinary tourism competitive matching grants. Revenues for the first three years of the program have provided approximately \$240,000 to each of these two programs.