

HB 3172 STAFF MEASURE SUMMARY

House Committee On Economic Development and Trade

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Meeting Dates: 4/17

WHAT THE MEASURE DOES:

Requires Oregon Tourism Commission (Commission) to designate and monitor tourism districts. Allows a tourism district to apply to the Commission for assistance in obtaining grants from the Oregon Business Development Department (Business Oregon) for community development or the Oregon Department of Transportation for community transit projects. Allows the Commission to identify and designate a live performance as priority tourism and recreation activity not subject to the crime of unlawful recording of a live performance.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

BACKGROUND:

Nine commissioners oversee the Oregon Tourism Commission, and each is appointed by the governor of Oregon. One represents the public-at-large, five represent the lodging sector and three represent the tourism industry at large not including lodging businesses. Travel Oregon is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$10.8 billion tourism industry. Travel Oregon staff develops and implements a biennial strategic plan which includes advertising and marketing, publication development, cooperative promotions, consumer fulfillment, public relations, international marketing, tourism product development, State Welcome Centers, research, and industry relations. Travel Oregon cooperates extensively with local communities, industry associations, government agencies, and private businesses in the implementation of its strategic plan. Travel Oregon is funded by a 1.8% statewide transient lodging tax.

House Bill 3172 would require the Oregon Tourism Commission to designate tourism districts, and help those tourism districts apply for grants from Business Oregon and the Oregon Department of Transportation. The measure also allows the Commission to identify and designate a live performance as priority tourism and recreation activity not subject to the crime of unlawful recording of a live performance.