

From: [Janice](#)
To: [JISS Exhibits](#)
Subject: Public Testimony in support of keeping the state transient lodging tax rate at 1.8%
Date: Monday, June 22, 2020 2:12:25 PM

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June 22, 2020

Oregon Legislature

Joint Interim Committee

Re: State Transient Lodging Tax

On behalf of Coos Bay-North Bend Visitor & Convention Bureau, a member of the Oregon tourism industry, I am writing to urge your support of keeping the state's 1.8% transient lodging tax (TLT) rate, maintaining the current level of investment in Oregon's tourism industry.

As a leader at a local Destination Management Organization (DMO) I urge you to lift the sunset and maintain the statewide TLT at 1.8%. The success of the programs administered by Travel Oregon through revenue generated from this tax have been critical to a vital tourism industry, growing jobs and increasing economic activity for the Coos Bay area and the entire South Coast.

Grants from Travel Oregon to our region have helped to create one of the major outdoor recreation attractions on the South Coast, Whiskey Run Mountain Biking Trail, hailed as one of the finest single track trails in the Pacific Northwest and is assisting the Coos Bay Downtown Association in creating an Economic Vitality Plan with tourism as a cornerstone of that plan.

Most recently, funds from the TLT were instrumental in assisting DMOs, hotels and restaurants all over the state in recovering from the devastating effects COVID-19 has had, and continues to have, on our state's tourism industry. We were fortunate to receive one of these recovery grants and appreciate the work of Travel Oregon to support the local industry even more.

In the years leading up to COVID, staff from Travel Oregon, through the Rural Tourism Studios funded by the statewide TLT, have been instrumental in convening a diverse and geographically separated industry into one cohesive network, the Oregon South Coast Regional Tourism Network. This Network of tourism entities from Reedsport to Brookings is working collaboratively and synergistically to create and market tourism for the south coast, an historically under-visited portion of the state when compared to the Central and North Coasts. This Network has been such an example for collaboration in the industry that it was

awarded the Innovative Partnership Award by Travel Oregon and at least three new networks are being formed around the state.

Without the funds for grants and rural initiatives provided by the state's TLT collections at the 1.8% rate, the tourism industry in rural Oregon will falter and struggle for their share of the economic vitality that tourism brings. Grant projects and regional funding will be cut and programs that leverage these state dollars will be scaled back.

These investments have supported the Coos Bay area as a destination for visitors inside and outside the state, providing added value to the quality of life for the residents of our community. These investments would not have been possible without the state support through the state's 1.8% TLT.

Again, we urge your support of including this issue in the Summer short session beginning in July 2020.

Sincerely,

A handwritten signature in blue ink, reading "Janice Langlinais". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

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Janice Langlinais

Executive Director

Coos Bay – North Bend Visitor & Convention Bureau

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