

From: [Julie Pimentel](#)
To: [LRO](#)
Subject: SB595
Date: Saturday, March 16, 2019 5:32:22 PM

Hello,

We are a marketing agency that has represented many lodging properties and visitor centers. Simply put, allocating 30 % of the transient tax to affordable housing may intensify the need for affordable housing rather than alleviate it.

Decrease in marketing will eventually decrease tourism in our state and the trickle down will be significant. We have had individual clients who have decreased their marketing and I can verify that as a result their gross revenue decreased.

The state of Oregon will have less tourism resulting in less tax. Therefore there would be less revenue for affordable housing.

With the decrease in tourism revenue comes job loss and that may mean more not less people will need affordable housing.

The fix for affordable housing needs to come from a source that does not produce revenue for the state.

Yours truly,
Julie

Julie Celeste Pimentel
Managing Partner
julie@celestedaniels.com
www.celestedaniels.com
541-344-2308 - Direct Line Pacific Time Zone
Hours - Mon-Thurs 9AM -5:00PM
Friday - 9AM - 4:00PM

Celeste/Daniels Advertising and Design, Inc
Where Great Ideas and Personal Client Service Become One!