

From: [Michelle Kaufmann](#)
To: [LRO](#)
Cc: [Gary Mortensen](#); [Jenna LaCroix](#)
Subject: Opposition to SB 595
Date: Monday, March 18, 2019 2:47:24 PM
Importance: High

Since lodging tax reforms in 2003, Oregon has seen the power of tourism and its positive economic impact for the people of our state. Tourism continues to produce results for us as an export economy. According to a report by Longwoods International, every dollar we invest outside of Oregon in tourism promotion results in \$237 in visitor spending and \$11 in local and state tax revenue. Our achievements in tourism must be nurtured and continued strategic promotions will be necessary to encourage domestic and international travelers to choose our great state for their next professional or personal experience.

It is vital we protect the funds created by TLT dollars for tourism-related promotions. As a Willamette Valley winery, the tourism sector is a driving force in our success. As of 2015, our industry is credited with contributing more than \$5.61 billion in overall economic impact (a 67% increase over 2013), and \$787 million in tourism impact to the state of Oregon (a 162% increase over 2013). Statewide the wine industry is credited with creating more than 29,700 total jobs (a 74% jump over 2013) and \$1 billion in wages. The multiplier effect of Oregon wine in the last five years is so impressive because of our industry's close connections to the tourism and culinary sectors. If you redirect the TLT funds that support tourism-related activities, we will see a decline in our overall economic impact that could result in small wineries going out of business.

We fully understand that many of our cities and counties have very significant affordable housing issues. However, redirecting TLT funds will not solve the root of this issue. Furthermore, Tillamook County, the entity sponsoring the bill, has more than a thousand housing units listed on Airbnb, and many more on VRBO, HomeAway, and other websites. Tillamook County is not the first to face this problem, but they are looking to cash in on TLT dollars in a manner that will hurt them long-term. Tillamook County already collects \$350 in annual fees per short-term rental unit for the thousands of homes they have. The allure of potential revenue associated with short-term rentals is blinding any resolutions that will lead to long-term solutions.

We would love to be a part of productive conversations about alternative solutions that can benefit communities and foster economic development without targeting one industry as SB 595 does to tourism.

Sincerely,

Bill Stoller, Proprietor
Gary Mortensen, President
Michelle Kaufmann, Communications Director
Jenna LaCroix, Marketing Director
The Stoller Wine Group