



410 SE Spruce Street  
P.O. Box 1026  
Roseburg, OR 97470  
Phone 541.672.2648  
Fax 541.673.7868  
www.RoseburgAreaChamber.org

March 19, 2019

The Honorable Mark Hass  
Chair, Senate Committee on Finance and Revenue  
900 Court St. NE  
Salem, Oregon 97301

Re: Senate Bill 595

Dear Senator Hass and Members of the Senate Finance and Revenue Committee:

The Roseburg Area Chamber of Commerce encourages you to oppose SB 595. During the last 16 years, with the passage of Oregon's transient lodging tax (TLT) law, use of those TLT dollars has resulted in success after success throughout Oregon. It has been no different in Roseburg. The Roseburg Chamber, which manages the lion's share of tourism-dedicated TLT funds for marketing our area as a visitor destination, has been able to grow the local total TLT tax from just over \$700,000 in 2003 to more than \$1.2M the past 16 years, precisely because Oregon law has allowed the dollars to stay in our hands for its intended use.

Pursuant to Longwoods International, every dollar spent on tourism promotion creates \$237 in visitor spending and \$11 in local/state tax revenue. The \$350-\$400,000/year the chamber invests in marketing, advertising and branding on behalf of our community each year, therefore, generates approximately \$3M in visitor spending; much needed dollars into our often economically-challenged rural community.

These dollars also, importantly, translate to jobs in our community. The best way for employees to be able to afford housing is for employees to have full-time, year-round employment. The best way to achieve full-time, year-round employment is by investing in visitor destination promotion, especially during the shoulder and off seasons. In just the past two years, the revenue available to the chamber for tourism promotion has grown to a place that allows for year-round promotion of Roseburg/Douglas County as a visitor destination. The burden of affordable housing should not be shouldered by one industry sector when affordable housing solutions benefit an entire local economy.

We respectfully request the members of the Senate Committee on Finance and Revenue reject SB 595. Please do not deplete dollars that have helped grow local economies and resulted in job growth, created by the hotel industries sustained approach to tourism promotion through the use of its own industry tax. To do so, would be a significant step in the wrong direction...backwards, about 17 years.

Best regards,

ROSEBURG AREA CHAMBER OF COMMERCE

A handwritten signature in red ink that reads "Debra L. Fromdahl".

Debra L. Fromdahl, IOM  
President & CEO

cc: Members of the Senate Committee on Finance and Revenue  
Members of Douglas County's State Legislative Delegation



To advocate for and be the voice of the business community in the greater Roseburg area.  
To strengthen, enhance and protect our members through political advocacy, economical development, community promotion and member programs and services.