

HB 2733 STAFF MEASURE SUMMARY

House Committee On Economic Development

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Meeting Dates: 3/20

WHAT THE MEASURE DOES:

Directs Oregon Tourism Commission to identify, designate, and monitor tourism districts in this state. Requires designation by geographical region based on Commission criteria, including existence of cooperative regional tourism and recreation strategy and willingness to initiative, develop, implement, and maintain regional projects. Allows tourism district to request Commission assistance in obtaining grants from Oregon Business Development Department for related community development and Department of Transportation for community transit. Allows tourism district to request Commission assistance in applying for and obtaining temporary waivers for certain land use and building code requirements to allow tourism district to use property for priority tourism and recreation opportunities. Allows tourism district to request Commission identify and designate tourism and recreation activity that is live performance as priority tourism and recreation activity not subject to crime of unlawful recording of live performance.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

The Oregon Tourism Commission, doing business as Travel Oregon, is a semi-independent agency created by the Legislative Assembly in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$11.8 billion tourism industry. Travel Oregon 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 also cooperates extensively with local communities, industry associations, government agencies, and private businesses in the implementation of the strategic plan. The Oregon Tourism Commission, a Governor-appointed nine-member board, governs the Travel Oregon agency and programs. Travel Oregon is funded by a 1.8 percent statewide transient lodging tax.

House Bill 2733 directs the Oregon Tourism Commission to identify, designate, and monitor tourism districts in this state by geographical region based on Commission criteria, including the existence of a cooperative regional tourism and recreation strategy and willingness to initiative, develop, implement, and maintain regional projects. The bill allows tourism district to request Commission assistance in obtaining grants from Oregon Business Development Department and Department of Transportation, and in applying for and obtaining temporary waivers for certain land use and building code requirements to allow property use for priority tourism and recreation opportunities. The bill also allows tourism district to request the Commission identify and designate a tourism and recreation activity that is a live performance as a priority tourism and recreation activity that is not subject to the crime of unlawful recording of a live performance.