

# TRAVEL PORTLAND

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Dear House Committee on Economic Development and Small Business,

As President and CEO of Travel Portland, I am writing today to express my strong support for House Bill 4101, which will allow businesses registering with the Oregon Secretary of State's office to voluntarily attest to their ethnicity, gender and veteran status. As the Destination Marketing and Management Organization for Portland, Travel Portland is dedicated to developing programs, partnerships and campaigns that reflect the dimensions of diversity through our destination's people, places and experiences. As an organization we seek to center equity, diversity and inclusion as core values and hold ourselves accountable to actions that uplift, highlight and connect our audiences and networks to authentic visitor experiences across all communities. The proposed bill will help economic development organizations like Travel Portland better track our own efforts to identify and work with those communities in more measurable ways.

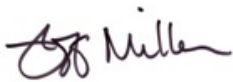
Currently, there is no centralized location to identify the number and performance of businesses in Oregon based on their ethnicity, gender or veteran status. Knowing this information is as critical as ever given the recent [disparity study](#) published by the Oregon Department of Administrative Services that found culturally specific populations and veterans are severely underrepresented in the procurement of goods and services by public bodies.

The Oregon Secretary of State business registry offers a perfect mechanism for businesses to voluntarily provide their demographic information. In addition to creating a central hub to understand who is operating a business in Oregon, House Bill 4101 will further allow the Secretary of State's office to securely share gathered information with state agencies and community-based organizations seeking to increase contracting with businesses owned by those with specific cultural or gender identities or veteran status.

Fully understanding Oregon's business landscape requires us to know who is conducting business in Oregon and where disparities in economic opportunity persist. Bill 4101 will create a system for Oregon to expand opportunities for economic development and greater equality.

For these reasons I hope you too will support House Bill 4101.

Thank you,



Jeff Miller  
President & CEO