

Submitter: Steve Ball

On Behalf Of:

Committee: House Committee On Revenue

Measure, Appointment or Topic: HB3962

RE: Oppose HB 3962 – Protect Florence’s Tourism Economy

Dear Chair Nathanson, Co-Chairs Reschke and Walters, and Members of the Committee:

As a proud member of the Florence community, I am writing to express my strong opposition to HB 3962. This bill threatens to divert vital tourism funding away from its intended purpose—jeopardizing the very foundation of our local economy.

Florence is a small, rural, tourism-driven town on Oregon’s central coast. Transient Lodging Tax (TLT) revenues are essential to our ability to market our area, fund community events, and support important infrastructure like the Florence Events Center. These funds directly support our local jobs, small businesses, and year-round economic stability.

HB 3962 would open the door for TLT dollars to be used for unrelated expenses, undermining tourism efforts across Oregon and especially in vulnerable communities like ours. Tourism is not just an extra in Florence—it’s our economic engine. Without it, we lose vital revenue, local jobs, and opportunities to grow.

Please consider the real impact this bill would have on small towns. We urge you to oppose HB 3962 and protect the integrity of tourism investments that sustain communities like Florence.

Sincerely,

Steve Ball

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Florence, OR 97439

Member of the Florence Chamber of Commerce and the Florence Public Arts Committee