

To House Committee on Revenue
Oregon State Capitol
900 Court St. NE
Salem, OR 97301

RE: Oppose HB 2977- Protect Local Tourism funding in Florence, OR

Dear Chair Nathanson, Co-Chairs Reschke and Walters, and Members of the Committee:
As a resident and supporter of the Florence community, I am writing to voice strong opposition to HB 2877, which proposes increasing the state's lodging tax rate. For small, tourism-reliant towns like Florence, this bill poses a serious threat to our local economy.

Florence depends on tourism- not just for seasonal visitors, but for sustaining small businesses, creating jobs, and funding essential community assets like the Florence Events Center, which was built using transient lodging tax (TLT) funds. Increasing the state lodging tax risks driving visitors elsewhere and undermining local efforts to maintain and grow year-round economy.

Raising the rate may reduce travel demand, increase lodging costs, and harm the businesses that fund critical services in our community.

We urge you to protect rural communities like ours that rely on tourism to survive and thrive. Please oppose HB 2977 and preserve the integrity of Oregon's tourism economy.

As a long time Florence vacation rental owner, and home owner, we have seen vacation renters already decrease greatly this year seemingly due to the present state of the economy. We would not like to see further increases to vacation rental rates due to this proposed increase of the state's lodging tax. This vacation tourism is so important to the economy of our city and out lying county areas.

Thank you for the consideration of a no vote on HB 2977.

Sincerely,
Deborah and Benny Anderson
4550 Ocean Way
Florence, OR 97439