

Submitter: Shelby D

On Behalf Of:

Committee: Senate Committee On Finance and Revenue

Measure, Appointment or Topic: HB3962

I am writing to express my strong support for HB 3962. This bill is essential because it strengthens the very foundation that supports and sustains tourism in Oregon — our local communities.

Tourism is often celebrated for bringing visitors and dollars into our state, but it is important to remember that tourism cannot thrive without healthy, well-supported communities at its core. Visitors will come to Oregon because of our incredible natural beauty, vibrant culture, and unique experiences — that will not change. However, these visits depend on the towns and neighborhoods where people live, work, and provide the essential services that make tourism possible.

HB 3962 recognizes this critical reality by allowing more flexibility in how lodging tax revenues are used. It permits cities and counties to invest a larger portion of these funds in public safety, roads, parks, and other services that directly support both residents and visitors. Additionally, the bill allows these services to be provided not only directly by local governments but also through special districts — focused groups that can efficiently manage parks, tourism promotion, or emergency services.

This bill is not about reducing support for tourism. Instead, it is about creating a sustainable balance — ensuring that the backbone of tourism, our communities, are properly funded and cared for. Without safe streets, reliable infrastructure, and well-maintained public spaces, tourism cannot flourish long term. HB 3962 safeguards these pillars, securing the future of Oregon's tourism industry while supporting the residents who welcome visitors every day.

I urge you to support HB 3962 and help build a stronger, more resilient foundation for tourism in Oregon.