

Submitter: Scott Steward
On Behalf Of: My clients in tourism and myself
Committee: Senate Committee On Finance and Revenue
Measure, Appointment or Topic: HB3962
To: Senate Committee on Finance and Revenue

Dear Chair Meek, Vice-chair McLane, and Committee Members,

My livelihood, and that of my tourism-based clients, depends on Oregon's tourism economy.

Please vote NO on HB 3962 and its latest amendment that slashes protected tourism funding from 70% to 40%. If implemented, it has the potential to kill an entire industry.

Florence is a tourism-driven town. We don't have large industries or tech hubs—we have visitors. They stay in our hotels, eat in our restaurants, shop in our stores, and keep our small businesses alive. That money then circulates throughout our town.

The Transient Lodging Tax (TLT) was created to grow economies like ours. Stripping those dollars away now is not reform—it's a blow to the very system that's working.

Don't be the politician who becomes hated for changing a longstanding, successful system and kills small-town economies.

Locally:

Tourism in Florence currently generates nearly \$300 million dollars for our town, employing nearly half of our 5000 local workers. Room tax also supports our treasured Florence Events Center, a 20,000 sq. ft. 450-seat state-of-the-art facility which draws, conventions, conferences, tradeshow, and internationally touring arts and cultural events vital to our region.

Statewide:

Oregon's tourism industry generated \$14.3 billion in spending and \$691 million in tax revenue last year. That revenue already helps cover infrastructure and public services. But if you cut the fuel that drives tourism, the whole engine slows down—and we all lose.

Please don't let that happen. We are already vulnerable. This bill would make it worse.

By voting NO on HB 3962 YOU will protect...

Small business.

Small town (and statewide) economies and employment.

A longstanding system that works.
Your own political integrity.

Respectfully,
Scott M. Steward
Creative Wave Marketing Solutions
Florence, Oregon
Marketing Advisor to the Florence and Yachats Area Chambers of Commerce