

HB 4061 STAFF MEASURE SUMMARY

House Committee On Economic Development, Small Business, and Trade

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Sub-Referral To: Joint Committee On Ways and Means

Meeting Dates: 2/2

WHAT THE MEASURE DOES:

The measure directs the Oregon Business Development Department (Business Oregon) to update its unified trade strategy in collaboration with other agencies and stakeholders, allocating \$300,000 from the Administrative Services Economic Development Fund. The measure directs the Department of Administrative Services (DAS) to produce a procurement reform roadmap. The measure establishes a task force to develop a business and investment retention strategy. The measure declares an emergency and is effective on passage.

Detailed Summary:

Business Oregon's Unified Trade Strategy

- Directs Business Oregon, in collaboration with the Port of Portland, the Oregon Tourism Commission, the State Department of Agriculture, and other stakeholders, to update Oregon's unified trade strategy to increase international trade, align Oregon trade missions, attract international investment to Oregon, promote exports and provide technical assistance to businesses, including those affected by tariffs

DAS Procurement Reform Roadmap

- Directs DAS to produce a draft procurement reform roadmap by September 15, 2026 and a final roadmap by December 15, 2026 to the legislature to identify barriers to local procurement (especially for businesses in economically distressed communities), evaluate state procurement spending, evaluate tax implications, review existing practices, and provide recommendations on roadmap implementation

Task Force on Business Retention

- Establishes a task force of legislative, executive, and economic development organization participants to develop a business and investment retention strategy
- Directs the task force, with input from businesses, to develop incentives to compete with other states, consolidate and streamline existing retention programs, encourage collaboration amongst economic development organizations, increase communication with businesses, and support business expansion
- Requires the task force to provide draft recommendations by September 15, 2026 and a final report by December 15, 2026 to the legislature, including recommendations for statutory, policy, and governance changes
- Directs the Legislative Policy and Research Office to assist the task force through research and analysis of Oregon-specific business challenges, retention strategies, and programs along with other states' strategies and programs

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Business Oregon, the Port of Portland, the Oregon Tourism Commission, and the Oregon Department of Agriculture (ODA) work together on Oregon's trade strategy. As the state's economic development agency,

This summary has not been adopted or officially endorsed by action of the committee.

Business Oregon works with businesses on export market strategies and to attract foreign direct investment to the state. The Port of Portland plays a key role in state trade and conducts associated trade studies. The Oregon Tourism Commission, also known as Travel Oregon, is a semi-independent state agency that works to promote tourism to Oregon in both domestic and international markets. The ODA works to promote, develop, and expand worldwide markets for Oregon's agricultural products.

DAS is the central administrative agency of Oregon state government. DAS works to implement legislative and executive policy and financial decisions. The [DAS procurement dashboard](#) shows that between October 2022 and October 2025 the State of Oregon procured \$7 billion in services.