



Date: February 4, 2026

Name: Brasada Ranch Resort

Bill Number and Committee: HB 4134 – Testimony to the House Committee on Revenue

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters, and members of the House Committee on Revenue

My name is David Zeuske and I am the Hotel General Manager at Brasada Ranch. I appreciate the opportunity to convey my opposition to HB 4134.

At Brasada Ranch, we recognize the challenges communities face as tourism grows, particularly the strain placed on shared resources and public lands. At the same time, we deeply appreciate the significant economic benefits tourism brings to communities across our state. I am honored to represent Brasada Ranch and to support the strength and vitality of our local economy.

It is the successful collaboration between the resorts and local and regional DMOs that help to generate economic activity and new jobs across Oregon, in even the most rural parts of our state. We focus much of our marketing efforts on growing *shoulder and off-season* travel because we know the importance of leveling out the seasonality of tourism to create year-round job security and stability for our workforce. That stability helps resorts support a healthy tourism economy.

At the state level, tourism has become a bedrock of Oregon's economy as a result of the Tourism Investment Proposal of 2003, which created Travel Oregon, established a dedicated funding source through the statewide transient lodging tax, and protected local funding investments in tourism, now the state's 4th largest economic sector.

During the recession of 2003, the Governor, legislature, and leaders across the state recognized that tourism was an untapped market, and that strategic and sustained investment in tourism was needed to establish Oregon as a travel destination for business and leisure.

While we understand the desire for increased funding, **we are opposed to supporting HB 4134 and ask for a no vote on this bill.** Consumers have become increasingly price conscious, and increasing this tax would have negative impacts on Oregon as a competitive destination to visit. Many visitors to Central Oregon are fellow Oregonians, so this increase would be paid by residents of the state, not just visitors, at a time when the cost of living is increasingly difficult. This increased tax would also add additional costs to many smaller properties, some of whom are already struggling with the rising



prices of running a business. All of these have the potential to lead to a decrease in future business, which would harm our local communities and our workforce.

At Brasada Ranch in 2025 alone:

- **We supported over 280 full time and part time associates over 60 various jobs throughout the organization.**
- **Welcomed over 80,000 visitors.**
- **Invested over \$3,000,000 into the local economy through improvements to our resort and community.**

Your opposition to HB 4134 will allow your constituents and businesses in Central Oregon to consistently plan for strategic investments and to continue important projects and partnerships vital to Oregon's economic viability.

Thank you for helping your tourism constituency remain stewards of Oregon's natural wonders. We will continue our work to support vibrant local communities to improve livability for all residents of Oregon.

Thank you for the privilege to submit this testimony for your consideration.

Sincerely,

David Zeuske

Hotel General Manager

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