

Submitter: Dana Turell  
On Behalf Of:  
Committee: House Committee On Revenue  
Measure, Appointment or Topic: HB4134  
Chair Nathanson, Vice-Chairs Reschke and Walters, and members of the Committee,

For the record, my name is Dana Turell. I live in Eugene, am the immediate past chair of the Travel Lane County Board of Directors and currently serve as treasurer of the Arts & Business Alliance of Eugene. I am writing in opposition to HB 4134.

I am an arts supporter and someone whose work depends on a strong arts and cultural ecosystem. I also work closely with the Hult Center, including marketing the Broadway in Eugene series, which is the Hult Center's single largest revenue source. That revenue depends heavily on group travel: tour groups, school groups, conference attendees and visitors who plan trips around performances and events.

Broadway in Eugene does more than sell tickets. The revenue it generates helps subsidize a wide range of community programming at the Hult Center, including education, local arts organizations and accessible performances that serve residents across Lane County. When group travel declines, the impact is felt not just in ticket sales, but in the ability of cultural institutions to serve the broader community.

HB 4134 is not just a 1.25% increase in isolation. In Lane County, it would raise the total lodging tax rate paid by visitors to approximately 14.25%. In a competitive, price-sensitive environment, that cumulative rate matters. Group travel organizers compare destinations carefully, and higher lodging costs make it harder to justify choosing Eugene for performances, festivals and cultural events.

I respect the goals behind this bill, including support for wildlife and habitat restoration. The issue is not the value of that work, but who decides how lodging tax revenue is used. Lodging taxes are most effective when local jurisdictions can invest in what actually drives visitation in their communities. A statewide tax redirected to a single use, regardless of regional differences, weakens the connection between the tax and the activity that generates it.

When group travel declines, arts organizations lose audiences, downtowns lose activity and communities lose the cultural programming residents value. That is the real downstream cost.

For these reasons, I respectfully urge the Committee to oppose HB 4134 and protect a funding model that supports tourism, the arts and community vitality across

Oregon.

Thank you for the opportunity to submit testimony.