

Oregon Outdoor Recreation and Tourism Businesses Support Dedicated Funding for Oregon's Imperiled Species

We, the undersigned businesses, support long-term, dedicated funding to prevent the decline of Oregon's most imperiled fish and wildlife, and the habitats upon which they rely. Oregon's State Wildlife Action Plan (SWAP) is our overarching plan to conserve Oregon's fish and wildlife, and their habitats, however, it is largely underfunded and the Oregon Department of Fish and Wildlife (ODFW) - the state agency responsible for protecting and enhancing Oregon's fish and wildlife and their habitats - is unable to effectively implement our SWAP.

HB 4134 - "1.25% for Wildlife" proposes to dedicate sustainable funding for the implementation of our SWAP by raising the statewide transient lodging tax from 1.5% to 2.75% (an increase of 1.25 percentage points). This investment in our wildlife and habitat represents a wise investment in not only our present and future natural resources but also serves as a reinvestment in the reason so many visitors travel to Oregon.

Hunters, anglers, birders, hikers, campers, outdoor recreationists, and wildlife watchers have created a robust outdoor recreation economy that depends on healthy wildlife, fish populations, and landscapes. These visitors, 65% of whom are from out of state, come to Oregon to experience the great outdoors and stay at our hotels and motels, eat at our restaurants and diners, and patronize our shops and stores. And many more businesses select Oregon as a destination for their industry conference or company meeting for these same reasons - close access to everything Oregon has to offer, and the data bears this out. In 2021, an analysis commissioned by Travel Oregon, the Office of Outdoor Recreation, and ODFW found that our outdoor economy contributed \$15.6 billion in total consumer spending in 2019, equaling 6% of Oregon's economy, supporting 224,000 full and part-time jobs in Oregon, constituting 8.6% of all state employment, with \$9.3 billion in wages and other compensation. For something so crucial to Oregon's economy and way of life, careful reinvestment is required.

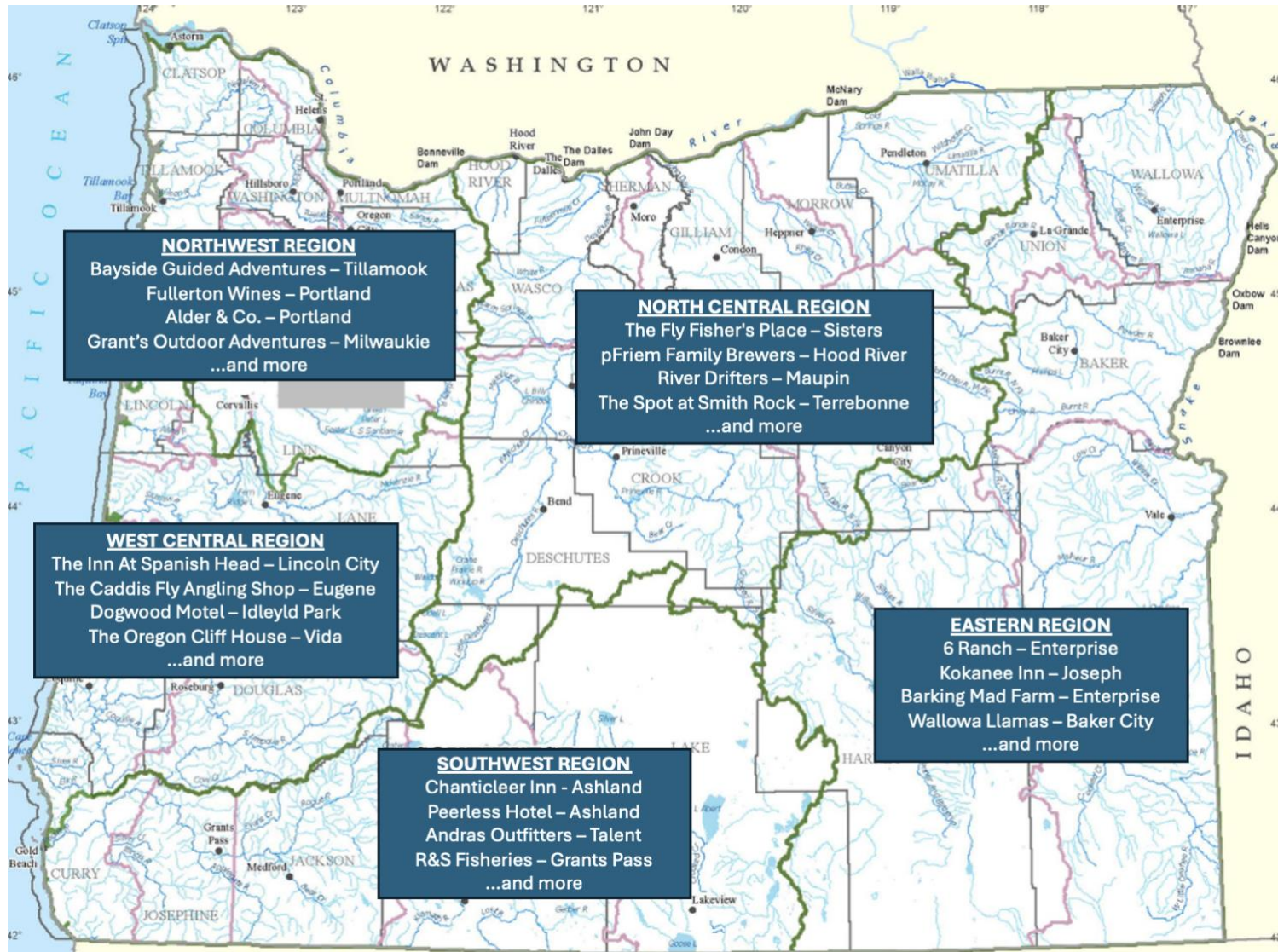
Oregon is fortunate to have a diverse and bountiful array of plants and animals, and habitats that support them. Unfortunately, many species face increasing challenges, putting their future at risk. In the draft 2025 SWAP, ODFW identified at least 300 at-risk species with small or declining populations and 11 native habitats needing proactive restoration. With direct and targeted interventions, we can reverse the downward spiral of decline and possible extinction of these species and their habitats. Unfortunately, current funds available for implementing the SWAP are only a small fraction of what is required to recover our state's most at-risk fish, wildlife, and habitat, and federal funding was insufficient and is now gone. This troubling environmental decline also poses a threat to Oregon's vibrant outdoor economy and the thousands of Oregonians whose livelihoods depend on it.

HB 4134 is a bold, proactive solution to directly help at-risk species. Increasing Oregon's state transient lodging tax would provide a sustainable source of funds to ODFW to recover Oregon's most imperiled species and habitat and enhance biodiversity - all of which contribute to Oregon's tourism and outdoor recreation economy. Raising the statewide TLT by 1.25% to 2.75% will empower ODFW to do its work and restore and recover Oregon's environment throughout the state. And the rise in the TLT will not change our low comparative national ranking - presently we tax our visitors at the 3rd lowest rate nationally, and after the 1.25% increase, our state ranking will remain 3rd lowest in the country.

Our businesses depend on visitors who come to Oregon for the unique natural landscapes and outdoor recreation opportunities, and we, the undersigned, therefore support investing statewide transient lodging tax revenue to protect and enhance Oregon's precious natural heritage and ensure millions of visitors come to Oregon today and into the future.

Over 100 businesses across each river basin district support HB 4134

Examples of statewide business support



Complete List of Businesses that Support HB 4134

- 6 Ranch
- Alder & Co.
- Alpine Vineyards
- Anderson's Outdoors
- Andras Outfitters
- Andrew Kumler Photography
- Animosa
- Axiology
- Bad Ash Outdoors
- Barking Mad Farm Bed & Breakfast
- Bayside Guided Adventures
- Binary Brewing Group
- Blossom Barn Cidery
- Bob Rees' Fishing Guide Service
- Body Image Fitness LLC
- BOSA Food & Drink
- Brandtrace LLC
- Brandon Miller Voice Over, LLC
- Bubble Cap Consulting LLC
- Cameron Winery
- Chanticleer Inn
- Cornelius Matteo Photography
- Counterpart
- Doak Creek Native Plant Nursery
- Doc's Organics
- Dogwood Motel
- Dudley's Bookshop Cafe
- Dusty Auto Detailing
- Elsewhere Films
- Eugene Gear Traders
- F&S Fisheries
- Falling Sky Brewing
- Flying Coyote Farm
- Flying Fish Company LLC
- Folklord
- Freeland Spirits
- Fullerton Wines, Inc.
- Gallagher's Rug and Carpet Care
- Go Wild American Adventures
- Grant's Outdoor Adventures
- Grapevine Outdoor, LLC
- Great Frontier Beverages
- Green Salmon Coffee
- Gutsience, LLC
- Happy Mountain Kombucha
- Humble Roots Farm and Nursery LLC
- Jeff Remer Woodworking
- JT Northwest Guide Service
- Kevin Larson's Guide Service
- Kings Grade Construction
- Kings Grade Housing Solutions LLC
- Klamath-Siskiyou Native Seeds
- Kokanee Inn
- Lakeside Farms Inc.
- Leon Werdinger Photography
- Level Beer
- Life Intent
- Living Room Realty
- Luckeys Woodsman
- Mountain Rose Herbs
- Mt. Tabor Veterinary Care
- Nancy Slavin, LLC
- Next Level Veggie Grill
- Ninkasi Brewing Company
- North Drinkware
- Oak Iris Tattoo
- One Hundred Seconds
- Oregon Pack Works, LLC
- Peak Sports
- Peerless Hotel
- pFriem Family Brewers
- Pine Mtn Sports
- Pintail Properties, LLC
- Portal Tea
- Redband Resources, LLC
- Rhino Skin Solutions
- River Drifters
- Ruffwear
- S & C Rod Racks
- Samara Group
- Santiam Valley Ranch
- Santiam Valley Retreat
- Saturday Swimwear
- Sauvie Island Natives Nursery
- Sellwood Yoga

Complete List of Businesses that Support HB 4134

- Simple Alchemy Co.
- Slow Pour Coffee
- Soulful PDX
- Spicy's Fishing and Outdoor Excursions
- Straightaway Cocktails
- Sun Break Wines
- Sweetvine Cafe & Bake Shop
- Tacovore
- The Caddis Fly Angling Shop
- The Fly Fisher's Place
- The Gear Fix, LLC
- The Grotto, LLC
- The Guide's Forecast
- The Inn at Spanish Head
- The Oregon Cliff House
- The Spot At Smith Rock
- The Wheel Apizza Pub
- Threadbare Print House
- Three Sisters Backcountry
- Timberline Mountain Guides
- Wallowa Lake Lodge
- Wallowa Llamas
- Wildwood Chocolate
- Wyld