



**Date:** February 3, 2026

**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 Heather Johnson and I am the CEO of Oregon Media, LLC. I appreciate the opportunity to convey my opposition to HB 4134.

Oregon Media is a tourism-dependent media company that supports Oregon's visitor economy through destination storytelling, regional marketing, and content partnerships that drive awareness and visitation across the state. While we are not a resort or lodging provider, our business exists because tourism exists, and our success is directly tied to the health, affordability, and competitiveness of Oregon as a destination.

We currently employ 19 full-time staff and contract with more than 100 freelance writers and photographers throughout Oregon. These creatives live and work in both urban and rural communities, and their livelihoods depend on a strong, sustainable tourism ecosystem.

It is important that legislation impacting tourism funding and taxation consider the full ecosystem of businesses involved, not only lodging providers, but also the marketing, media, and creative infrastructure that attracts visitors in the first place. Businesses like ours play a critical role in supporting Travel Oregon, local DMOs, and tourism partners by amplifying destinations, promoting off-season travel, highlighting Tribal communities, and encouraging responsible visitation that benefits local economies year-round.

We recognize and respect the desire to increase funding for statewide priorities. However, HB 4134 would increase costs within an industry that is already experiencing pressure from inflation, shifting consumer behavior, and rising operational expenses. Tourism-driven businesses are highly sensitive to even modest increases in cost and declines in visitation. For Oregon Media, the downstream impact of this bill would likely include reduced project volume,

scaled back partnerships, and the very real possibility of layoffs and reduced freelance engagement.

It is also important to note that many visitors impacted by this tax increase are fellow Oregonians. At a time when the cost of living is already high, additional taxes risk discouraging in-state travel and weakening the economic engine that supports small businesses and creative workers across the state.

Oregon's tourism economy has grown into one of the state's most important sectors because of thoughtful, long-term investment and collaboration. Undermining that ecosystem, particularly the marketing and storytelling channels that help drive demand, could have unintended consequences that ripple far beyond lodging alone.

For these reasons, we respectfully urge the Committee to oppose HB 4134 and consider the broader range of businesses and workers who depend on a healthy, competitive tourism economy.

Thank you for the opportunity to submit this testimony and for your continued service to Oregon's communities and economy.

Sincerely,

Heather Johnson  
CEO  
Oregon Media, LLC  
[www.oregonmedia.com](http://www.oregonmedia.com)  
974 NW Riverside Blvd.  
Bend, OR 97703  
541.389.4383 x 501