

February 3, 2026

Chair and members of the committee,

My name is Kelly Johnson, and I serve as Executive Director of the Arts & Business Alliance of Eugene. I'm writing to share concern about HB 4134 and related proposals that would redirect or loosen the dedicated use of transient lodging tax revenue.

In Eugene, transient lodging tax funding is not abstract — it directly sustains arts and culture programming that drives visitation, supports local jobs, and keeps our downtown vibrant. TLT funds the City's cultural services work, which in turn provides grants and opportunities for artists, events, and community programming year-round.

Because these funds are dedicated, they have remained stable and protected — even during recent city budget cuts. That stability is critical. Dedicated arts funding is incredibly rare, and without it, these programs would likely be reduced or eliminated as general fund pressures grow.

The arts are also a proven economic engine. In Eugene, nonprofit arts and culture generate \$124 million in economic activity annually, support 2,700 jobs, and attract more than 150,000 visitors from outside the county. Those visitors help generate the very lodging tax revenue that supports this ecosystem.

If TLT funds are opened for broader uses or redirected away from tourism and cultural development, we risk weakening one of the very drivers that brings visitors here in the first place.

Protecting predictable, dedicated tourism funding protects the full community — including arts, small businesses, and local workers.

Thank you for your consideration.

Kelly Johnson