



# Black Butte Ranch®

THERE IS A PLACE

**Date:** February 4, 2026

**Name:** Black Butte Ranch

**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 Kyle Cummings and I am the CEO of Black Butte Ranch. I appreciate the opportunity to convey my opposition to HB 4134.

Black Butte Ranch is a Central Oregon vacation resort near Sisters, Oregon with vacation rentals, lodging, several restaurants, two golf courses, weddings, spa and many outdoor family recreational opportunities.

There is a place where you turn off highway 20 and enter a different pace of life. Where mountains rise up to greet you and time meanders like a river. There is a place where all are welcomed to enjoy a slower pace of life and where the young roam wild and free. Where there are a thousand ways to spend your days or simply do nothing at all. There is a place where memories are made. And it's called Black Butte Ranch.

At Black Butte Ranch, we understand the challenges and constraints communities face with increased tourism, particularly on resources and public lands. We also understand the enormous value that tourism brings to the local economies of our state. It is my honor to represent Black Butte Ranch and to work to support 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 4<sup>th</sup> 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 Black Butte Ranch in 2025 alone:**

- **We supported over 400 jobs**
- **We welcomed many thousands of new and repeat visitors**
- **We donated to several worthy causes, including Sisters High School. We have over the years supported the city of Sisters, invested in the local community through our partnerships with the Sisters Rodeo, Quilt Show, Sisters Folk Festival, Explore Sisters, Visit Central Oregon and Hoodoo Ski Resort. Our marketing efforts are focused on driving year-round tourism to the Ranch, Sisters and Central Oregon with a focus on the many recreational amenities we have to offer.**
- **Invested over \$7 million into the local economy through improvements to our resort**

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 of submitting this testimony for your consideration.

Kyle Cummings  
CEO  
Black Butte Ranch Corporation