

Submitter: Carol Tannenbaum
On Behalf Of: McKenzie River Lavender
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4134

Date: February 3, 2026

Bill and Committee: HB 4134 – House Committee on Revenue

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters and members of the House Committee on Revenue,

My name is Carol Tannenbaum, and I am owner of McKenzie River Lavender as well as the chair of a McKenzie River Chamber of Commerce Tourism Committee serving the McKenzie Valley in Lane County. I am writing in opposition to HB 4134 because it would increase already high lodging tax rates in Lane County and make our rural communities less competitive for visitors, events, and economic activity. Tourism is the economic backbone for the communities of the McKenzie Valley.

We are not a lodging business, but we depend on visitor activity that lodging tax-supported marketing helps generate. I host visitors as well as locals to my farm to enjoy the magical experience of lavender in bloom. Our McKenzie Valley restaurants, shops, and many recreation providers and local services all rely on people choosing to come here. Increasing lodging costs put Lane County at a disadvantage when visitors and event planners compare destinations.

Tourism funding supports services and experiences residents value, not just visitors. Events, cultural programs, and small businesses that strengthen our communities depend on a healthy visitor economy. Increasing lodging taxes without reinvesting in tourism weakens that system.

As Chair of the McKenzie River Tourism Committee, I know firsthand the value of the modest Transient Lodging Tax funds that we have available to strengthen McKenzie Valley's attractiveness and market it to visitors.

For these reasons, I respectfully urge you to oppose HB 4134 and vote no. Thank you for considering the perspective of Lane County businesses, workers, and organizations.

Sincerely,

Carol Tannenbaum

Owner

McKenzie River Lavender

Walterville, Oregon