



Oregon State Legislature

House Committee on Revenue
900 NE Court St.
Salem, OR 97301

RE: Opposition to HB 4148

Chair, Vice-Chairs, and Members of the Committee,

On behalf of the Pendleton Chamber of Commerce and Travel Pendleton, I respectfully submit this written testimony in opposition to House Bill 4148.

Oregon's hospitality and tourism industry is a vital part of rural communities like Pendleton, supporting small businesses, local workers, and local governments. Recognizing this can help the committee empathize with these communities' reliance on visitor spending.

Tourism jobs are not just "seasonal" or "temporary" employment, they are vital to Oregon's workforce and to the economic stability of many families. The hospitality sector offers accessible entry-level opportunities, career pathways, and opportunities for small business ownership for Oregonians across the state. Many workers in this industry rely on these jobs to support their families, build skills, and remain employed in their home communities rather than leaving for urban centers. When we reduce investment in tourism, we put these jobs at risk and create greater economic uncertainty for workers who already face rising living costs.

Reducing Oregon's commitment to tourism risks losing visitors to neighboring states investing in their economies. This should concern the committee as it threatens our state's economic growth and rural communities.

Rather than cutting funding for visitor attractions, Oregon should strengthen and expand these efforts. Tourism investment does more than bring travelers to our state; it also helps attract new businesses, encourages economic development, and supports long-term growth. We strongly recommend increased investment during shoulder and off-peak seasons. These periods offer a valuable chance to attract visitors beyond summer, providing hospitality workers with more consistent hours, stabilizing businesses, and ensuring steady revenue for local governments. Such strategic funding would maximize tourism benefits year-round.

Policies that redistribute existing tax dollars, such as HB 4148, do not increase the visitor economy or create new economic opportunities. In contrast, continued investment in tourism, marketing and development, especially during off-peak seasons, will yield broader, more



sustainable public benefits.

For these reasons, the Pendleton Chamber of Commerce and Travel Pendleton oppose HB 4148 and respectfully urge the committee to reject this legislation.

Thank you for your time and consideration.

Respectfully submitted,

Cheryl Viola MBA, ABD Doctoral Candidate
CEO, Pendleton Chamber of Commerce & Travel Pendleton
541-276-7411
executive@pendletonchamber.com