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February 6, 2026

RE: Opposition to HB 4148 – Local Transient Lodging Tax Diversion

Chair Nathanson and Members of the House Committee on Revenue,

Thank you for the opportunity to submit testimony in opposition to HB 4148. The Springfield Area Chamber of Commerce represents nearly 800 employers and organizations in Lane County. We support tax and fiscal policies that promote economic growth, maintain competitiveness, and protect proven tools that support long-term community prosperity. HB 4148 would significantly alter the distribution of local Transient Lodging Tax revenues, weakening the very investments that drive visitor demand and generate the economic activity on which local businesses and public revenues depend.

Tourism promotion plays a critical role in sustaining Lane County's billion-dollar visitor economy, particularly during shoulder and off-peak seasons. Locally, there is active discussion about strategically investing in capital projects designed to strengthen demand during those slower periods, precisely because of their long-term return on investment. Dedicated Transient Lodging Tax revenues are essential to making that type of investment possible. The goal is not simply to maintain existing activity, but to grow visitation, stabilize employment, and expand the overall tax base. Policies that dilute these funds make it harder to pursue high-ROI strategies that would ultimately generate more lodging tax revenue for both tourism promotion and local government services.

Tourism promotion is not a short-term or ad hoc effort. It is a targeted, data-informed strategy that relies on market research, visitor analytics, destination positioning, and long-term planning to be effective. Reaching high-value visitors, influencing travel decisions, and competing with other destinations requires sustained and reliable investment over time. Disrupting that funding undermines the effectiveness of these strategies and weakens the return on investment communities rely on to grow visitation and public revenue.

For these reasons, the Springfield Area Chamber of Commerce respectfully urges the House Committee on Revenue to oppose HB 4148. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'V. Mikkelsen'.

Vonnie Mikkelsen

President and CEO

Springfield Area Chamber of Commerce