

Submitter: Jose Gonzalez
On Behalf Of: La Familia Cider
Committee: Senate Committee On Finance and Revenue
Measure, Appointment or Topic: HB4134

I understand the need to find revenue but this is not the way. As a former city councilor, I know the temptation from staff and elected officials to fill gaps with actions like this. But it is taking a short cut and short cuts always come back to bite us. At this time Oregon is not attracting large businesses so if we are not doing everything we can to increase tourism then we are basically telling ourselves we are ok not receiving out of state dollars. I have worked with both Travel Salem and Travel Oregon to bring out of state people to visit our community and our businesses. They are super efficient at what they do, their work is no longer placing ads in magazines around the country. Their work has evolved and almost mirrors a tech company, the figures they track is amazing. They can track when someone clicks on one of their social media ads and eventually books a hotel. Please do not cut them off at the knees, our state need to increase our tourism efforts right now more than ever.