

# STOLLER

WINE GROUP

EST. 1993 • DAYTON, OR



February 25, 2026

Dear Oregon Lawmakers,

I am writing to respectfully urge you to vote **NO on HB 4134**.

I work in Oregon's wine industry, a core sector of our state's hospitality economy and one of the primary drivers of tourism to rural communities. Our tasting rooms, vineyard events, and wine bars bring visitors who stay in hotels, dine in restaurants, shop locally, and support small businesses across Oregon. When tourism suffers, wine country feels it immediately.

Proponents continue to describe this bill as a "negligible" 1.25% statewide lodging tax increase — something visitors supposedly won't notice. That characterization is misleading. This proposal would cost Oregon's tourism and hospitality industry an estimated **\$38 million per year**. That is not negligible to the small businesses still struggling to recover.

Tourism has not returned to pre-pandemic levels. January visitation was down 12.4% compared to last year, and hospitality employment remains 14% below 2019. Increasing costs now, especially in a price-sensitive travel environment, risks further suppressing visitation at the very moment we need to rebuild demand.

Most concerning, HB 4134 would divert lodging tax revenue away from its long-standing tourism purpose for the first time in state history. Funds would be redirected to five unrelated agencies — the Oregon Department of Fish and Wildlife, the Department of Justice, the Department of Agriculture, the Oregon State Police, and the Oregon Conservation Fund — instead of being dedicated to Travel Oregon and economic development.

Lodging taxes were created to generate and sustain tourism. Diverting them to unrelated agencies sets a dangerous precedent and weakens one of Oregon's most effective economic development tools.

Tourism investment works. Roughly \$40 million in statewide lodging tax revenue helps generate nearly \$14 billion in economic activity. That supports jobs not only in hotels and tasting rooms, but at grocery stores, gas stations, retail shops, farms, and state parks across Oregon.

The wine industry thrives when tourism thrives. Rural communities depend on visitor spending. Redirecting tourism funding while simultaneously increasing taxes sends the wrong signal at the wrong time.

I respectfully ask you to stand with Oregon's small businesses, rural communities, and hospitality workforce and vote **NO on HB 4134**.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Mortensen', with a long, sweeping underline.

Gary Mortensen  
President  
Stoller Wine Group