

Submitter: JB Carney  
On Behalf Of:  
Committee: Senate Committee On Finance and Revenue  
Measure, Appointment or Topic: HB4134  
Chair Broadman, Vice-Chair McLain, and Members of the Committee.

My name is J.B. Carney, Senior Director of the Eugene, Cascades & Coast Sports Commission. I am submitting this testimony in opposition to HB 4134.

Claims that hotels across Oregon substantially inflate rates during high-demand events, and could therefore absorb additional taxation, are on principle, false and not supported by data. A single online rate on a given day does not reflect the overall average rates during an event.

According to Smith Travel Research (STR), the average daily rate (ADR) across the eight major Track and Field events at Hayward Field in 2025 was \$207.73. The 2025 Eugene Marathon averaged \$239.80, and the NCAA Outdoor Track and Field Championships averaged \$260.16. These averages are far below the “thousands of dollars” suggested in testimony.

Securing these events requires hotels to provide contracted group rates and concessions to organizers, participants, media, and officials. Often, 80 to 90 percent of rooms are pre-committed at discounted rates, far above normal group thresholds of 30 to 40 percent of inventory. Rising room rates reflect broader operating cost increases, including labor, insurance, utilities, and construction, not price gouging.

The central issue is competitiveness and revenue stability. Oregon benefits from events generating tens of millions in visitor spending and millions in lodging tax revenue. In 2025, eight major Hayward Field events brought over \$55 million in visitor spending, generating \$2.58 million in lodging taxes. HB 4134 would raise costs for hosts without reinvesting revenue in tourism development, threatening event retention.

This is not hypothetical. In 2023, when the NCAA Outdoor Track and Field Championships were awarded to Austin instead of Eugene, nearly \$272,000 in local and state lodging tax revenue was lost. Looking ahead, Eugene is bidding for the 2029 to 2031 championships. HB 4134 would add approximately \$46,880 in expenses per year for this event, raising concerns for the NCAA and participating universities sensitive to travel costs. To remain competitive, hotels would likely be asked to lower group rates further, compressing margins and increasing strain on the hospitality sector.

HB 4134 does more than adjust a tax rate. It directly impacts Oregon's ability to attract and retain major events. Without reinvestment in tourism development, it weakens our competitive position nationally.

For these reasons, I respectfully urge the Committee to oppose HB 4134.

Thank you for your consideration.

J.B. Carney