

March 2, 2026



Eugene Area Chamber of Commerce
Senate Committee on Finance and Revenue

Opposition to HB 4134: Transient Lodging Tax Increase

Chair Broadman and members of the Senate Finance and Revenue Committee;

On behalf of the **Eugene Area Chamber of Commerce** and **Onward**, representing thousands of employers across Lane County and the greater Eugene area, we respectfully submit our opposition to the -7 amendment to HB 4148.

First, I want to express deep concern regarding statements made during the hearing that mischaracterized the Chambers of Commerce position and intent. Our argument has consistently centered on protecting the integrity and purpose of tourism promotion dollars. This is not about resisting a “minor tweak.” The proposed 50/50 allocation represents a fundamental restructuring of how Transient Lodging Tax (TLT) dollars are deployed across Oregon.

Tourism is a vital economic driver in our region and across the state. Visitor spending sustains restaurants, retailers, lodging providers, cultural attractions, and event-based businesses. In many communities, particularly rural communities, consistent visitor activity is what supports local jobs, stabilizes small businesses, and generates tax revenue that funds essential public services.

The TLT is a self-imposed tax on the tourism industry. Its purpose was clear at its inception: reinvest visitor-generated dollars into tourism promotion and related activities that grow Oregon’s visitor economy. That reinvestment model has enabled Oregon communities to compete for conferences, sporting events, and leisure travel in a highly competitive national marketplace. It has worked precisely because it is focused on generating demand – bringing new customers through the door.

While a 50/50 split may be presented as a reasonable compromise, the -7 amendment goes further by expanding the use of these dollars to fund resilience grant programs. This is where we fundamentally disagree.

Resiliency grants are appropriate in true emergencies, wildfire, flood, or mandated government shutdowns, when extraordinary disruption requires stabilization resources. That is a legitimate role for flexible government funding. It is not the purpose of tourism promotion dollars. Redirecting marketing and promotion resources into grant programs moves funding away from attracting visitors in the first place.



Our small businesses need customers – not handouts. Tourism promotion dollars are designed to create economic activity, not replace it. Reallocating existing tourism funds without expanding the overall visitor economy risks shrinking the very activity that sustains local businesses across the state.

HB 4148 already reduces the percentage of TLT funding available for tourism promotion at both the local and state levels. The -7 amendment shifts even more resources away from demand-generation activities, weakening a system that has demonstrated measurable economic return.

Maintaining the integrity of the TLT structure is especially important for communities that rely heavily on visitor spending to stabilize their economies. Protecting this framework ensures Oregon remains competitive and preserves the trust that underpins dedicated funding models.

Tourism dollars should be used to support tourism.

We respectfully urge the Committee to **reject the -7 amendment to HB 4148.**

Sincerely,

A handwritten signature in black ink, appearing to read "Brittany Q", written in a cursive style.

Brittany Quick-Warner
President & CEO
Eugene Area Chamber of Commerce