

Transient Lodging Tax (HB 4146) Workgroup

Fourth Meeting Agenda

September 20, 2016
Capitol Building, 900 Court St.

12:00-2:00 pm
Hearing Room 167-A.

Meeting Facilitators: Mazen Malik and Paul Warner: Legislative Revenue Office.

- I. The optimal frequency for distribution of state transient lodging tax revenue and whether a mandatory distribution schedule should be adopted.

(DOR, Travel Oregon, and the workgroup)

- II. Policies related to the distribution of revenue for the regional cooperative tourism program under ORS 284.131 (4)(c), including but not limited to the establishment of regional tourism boundaries and the distribution of state transient lodging tax revenue within each tourism region according to the proportion of total revenue collected in the counties within the region.

ORS 284.131 (4)(c): [As much as 15] Twenty percent must be used to implement a regional cooperative tourism [marketing] program that:

- (A) Requires fund allocations to focus on creating new business from out-of-state and international markets;
- (B) Utilizes a regional allocation formula that distributes revenue to regions, the boundaries of which are established by the commission, in proportion to the amount of transient lodging tax revenues collected in each region;
- (C) Distributes revenue to recipients that are selected by the commission as organizations able to conduct tourism-related marketing for each region;
- (D) Requires advertising, publications, CD-ROMs, websites, videos and other tourism promotion materials funded through the regional cooperative tourism [marketing] program to carry the Oregon Tourism Commission logo and marketing tag line; and
- (E) Encourages funding recipients to incorporate design elements from commission advertising and promotional campaigns, such as fonts, images and other design elements.

(Travel Oregon, DOR and the workgroup)

- III. Meeting 5: Thursday Oct, 13th 1:30-3:30 (Portland, Salem, or Eugene)
- IV. Meeting 6: November 1st, 1:00 - 3:00 (Portland, Salem, or Eugene)
- V. Meeting 7: Mid-November in Salem

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SECTION 7. (1) The Legislative Revenue Officer shall lead a work group to study the following issues:

- (a) Policies related to the distribution of revenue for the regional cooperative tourism program under ORS 284.131 (4)(c), including but not limited to the establishment of regional tourism boundaries and the distribution of state transient lodging tax revenue within each tourism region according to the proportion of total revenue collected in the counties within the region.
 - (b) Barriers to expansion and maintenance of recreational tourism in each tourism region.
 - (c) The optimal frequency for distribution of state transient lodging tax revenue and whether a mandatory distribution schedule should be adopted.
 - (d) The feasibility of exempting homeless individuals from liability for the state transient lodging tax.
 - (e) Whether and under what conditions the Department of Revenue may share with local governments data that reflect payment of the state transient lodging tax in order to assist the local governments with enforcement of local transient lodging taxes.
 - (f) Regular reporting by the Oregon Tourism Commission to committees of the Legislative Assembly on demonstrated return on investment, geographic equity and community support with respect to awards of moneys and grants by the commission.
 - (g) Any other issues the Legislative Revenue Officer and the legislative members appointed pursuant to subsection (2) of this section consider necessary and proper to the conduct of the study.
- (2)(a) The President of the Senate shall appoint two members from among members of the Senate to participate in the work group.
- (b) The Speaker of the House of Representatives shall appoint two members from among members of the House of Representatives to participate in the work group.
- (c) The Legislative Revenue Officer and the legislative members of the work group may ask any other persons to participate in the work group.
- (3) The work group shall submit a report in the manner provided in ORS 192.245, and may include proposals for legislation, to the interim committees of the Legislative Assembly related to revenue no later than December 9, 2016.
- (4) The Legislative Revenue Officer shall provide staff support to the work group, with assistance from the Oregon Tourism Commission upon request of the officer and the legislative members of the work group.
- (5) All agencies of state government, as defined in ORS 174.111, are directed to assist the work group in the performance of the duties of the work group and, to the extent permitted by laws relating to confidentiality, to furnish the information and advice the members of the work group consider necessary to perform their duties.