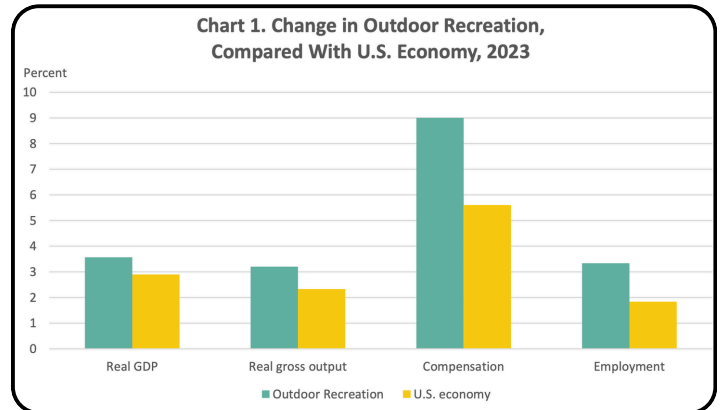


"1.25% For Wildlife" is a Smart Investment

Oregon's economy is heavily dependent on our natural landscapes, native wildlife, and healthy waters. However, Oregon is currently failing to invest meaningful resources in the recovery of vulnerable species and habitats, many of which are significant drivers of tourism and critical to the state's economy.

- The outdoor recreation industry contributes **2.6% to the state's GDP (higher than the national average)**. This industry has shown significant opportunity for growth, and it is important to foster that trajectory as Oregon heads into difficult economic times due to federal actions (and inactions).
- Without investment in natural resources to prevent their decline and degradation, it will be **difficult to sustain the growth** in job opportunities and visitor spending in the future.



Many species and habitats that support tourism are at growing risk, including iconic species such as whales, chinook salmon, and tufted puffins. Historically, there has not been any dedicated state funding for Oregon's State Wildlife Action Plan (SWAP) – Oregon's plan to recover the most imperiled fish, wildlife, and habitats. Oregon needs dedicated investment in natural resource management and conservation.

Passing "1.25% For Wildlife" by increasing the state lodging tax from 1.5% to 2.75% will ensure our outdoor industries and opportunities are able to thrive, along with healthy fish, wildlife, and habitats that make Oregon a special place to live and visit.

Why is "1.25% For Wildlife" Good Economic Policy?

OREGON OUTDOOR RECREATION GENERATES...



\$16 billion
in total consumer spending
192,000 jobs
and \$8.2 billion in wages
for full and part time roles



\$4 billion
contributed by beach activities (ocean, lakes, & rivers)
\$2.09 billion
contributed by nature observation and immersions (wildlife viewing, photography, nature center visits, etc.)

\$20.6 billion = Economic output from outdoor recreation spending in 2022

\$4.4 billion = Totals from sales of gear, equipment, and apparel

12,656 = Jobs sustained by recreational fishing

For every \$1 million invested in restoration, OWEB estimates the creation of 15-24 jobs.

According to a 2024 report commissioned by Travel Oregon, the spending associated with outdoor recreation "rippled through Oregon's economy as income and wages are re-spent, driving economic effects in sectors not directly tied to outdoor recreation."

Why Now: 5 Reasons for Urgent Action

Tourism pressure in Oregon is rising. The state must reinvest in its wildlife, waters and wildlands to sustain the growth in tourism and livelihoods of communities that depend on them.

1

ODFW's budget lacks any dedicated funding for SWAP. Limited federal funding is uncertain and in jeopardy.

2

Investing in maintenance is cheaper than investing in repair. This is true for human infrastructure and for wildlife and habitat recovery. For example, with the federal Endangered Species Act, the government must invest approx. \$1.5 billion/year for all listed species.

3

Preventing species and habitat decline also benefit other industries that contribute to Oregon's economy. A study from 2017 estimated that **agricultural losses** from bat die off (due to disease) were **between \$426 and \$495 million per year**, and a 2024 study found that farmers compensated for bat decline by increasing their insecticide use by 31.1%.

4

In just the last decade, the number of **Oregon imperiled species has increased from 294 to 321**. The "Winter Wings" birding festival in Klamath Falls was cancelled three years in a row due to lack of migratory birds visiting the area, negatively affecting the region's local tourism industry.

5

Wildfire continues to be an urgent problem for Oregon's communities, and mitigation requires significant investment from the state. **"1.25% For Wildlife" is an important investment in wildfire resiliency** because the SWAP specifically addresses wildfire risk reduction through habitat management and restoration.

Who Supports "1.25% For Wildlife"?

Wildlife conservationists, hunters, anglers, recreationalists, and businesses associated with tourism from across Oregon support this legislation. In the 2025 legislative session, **over 70%** of the written testimony was in support of "1.25% For Wildlife" (HB 2977).

According to a May 2025 poll from Mason-Dixon Polling

71% of Oregonians

believe protecting the biodiversity of Oregon should be a priority for state and national politicians.

81% of Oregonians

say that biodiversity (the variety of plants, animals, and other living things) is important in their everyday lives.

Will "1.25% For Wildlife" Affect Trends in Tourism?

Oregon's tourism industry continues to adjust to and grow with a rise in the statewide transient lodging tax.

- "1.25% For Wildlife" would not change Oregon's national lodging tax rankings as the **3rd lowest in the country**; with a rise of 1.25%, it would remain the 3rd lowest.
- Over 60% of lodging tax spending comes from out-of-state visitors who constitute the majority of TLT spending. Across all state parks in Oregon, **nonlocal** overnight travelers **spend 68% more** than overnight locals, and **nonlocal** day visitors **spend 138% more** than day locals.
- An independent economic assessment for the "1.25% For Wildlife" proposal in 2025 (HB 2977) found **no correlation** between modest tax rate changes (0% to 1% and then 1% to 1.8%) and visitor spending patterns. They also concluded that neighboring states with state lodging tax rates 2-5 times higher than Oregon's consistently demonstrate comparable or stronger growth in lodging spending with no adverse effects on their outdoor economy performance.

"1.25% For Wildlife" is a bold and proactive investment in Oregon's present and future prosperity, and a reinvestment in the reason so many visitors travel to Oregon. Please support this legislation.

