

# Tax: State collected more than \$145 million in revenue as of 2015

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Opponents say lifting restrictions on the tax money ultimately defeats the purpose, which is to promote tourism that generates revenue for cities in the long term.

In Cannon Beach, Greg Swedenborg, the president of the chamber's board, said the chamber is open to the idea but needs more specifics.

"I think it addresses an area that Cannon Beach has a need for. But it's not just buying the school. You have to consider operating costs before you can make a decision," Swedenborg said. "Whether it's used for the arts or as a conference center, sure, we could use that. But will it benefit year-round business? Is it doing what the intent of the law is, which is making it a place that regenerates that transient lodging tax?"

## 'Loved to death'

A state law passed in 2003 imposed a 1 percent lodging tax increase, with 70 percent of the revenue collected restricted to tourism promotion and tourism-related facilities.

As a fundraising mechanism, the law has done its job. The Oregon Department of Revenue collected more than \$145 million in revenue as of 2015. Cannon Beach in 2016 alone received \$3.8 million in lodging tax revenue.

But Wendy Johnson, an intergovernmental relations associate with the League of Oregon Cities, said some cities are having a hard time keeping up with the demand that tourism promotion creates.

"A lot of communities are spending a lot on marketing and are getting loved to death," Johnson said. "Cities rely on tourism for their economy and they want to be



LEFT: A mural created by students adorns the walls of the former Cannon Beach Elementary School. RIGHT: The former elementary school in Cannon Beach sits unused. BELOW: Tourists flock to Cannon Beach in the summer, which adds lodging tax dollars to the local economy.

Photos by Colin Murphey/The Daily Astorian

a welcoming place. But they also have a strapped budget, and they want more flexibility to use those revenues. This law is one size fits all, and every city has different expenditures and needs."

A survey done by the league asked 46 cities how each would prefer to spend lodging tax revenue. Johnson said the top responses were city beautification, public safety and transportation improvements — all issues related to a booming tourism industry.

"We just disagree with what tourism-related means," Johnson said. "You don't have a good event if you have a traffic jam or not enough cops to keep it safe. They won't come back."

In the last legislative session, Johnson said she pushed to broaden what can be considered a tourism facility, which is defined as a conference center, convention center, visitor information center or other property with the substantial purpose of supporting tourism.

"Right now the law says it has to be

real property, and has to have a use of 10 years. So maybe you can't cover flowers, but maybe you could fix a light post," she said. "We think it should help with beautification issues, but the definition is too narrow. We think it should include anything that makes the experience better for the tourist."

The proposal didn't make it out of committee in Salem. Johnson said she hopes to continue working with the lodging industry to find a solution.

"The growth in Oregon has been great," she said. "But at what point do you have a destination that's no longer a destination because it's been loved to death?"

## Return on investment

Jason Brandt, CEO of the Oregon Restaurant & Lodging Association, argues a city already can use 30 percent of the lodging tax on general city needs, and that public infrastructure isn't a reliable metric to help define tourism-related facilities.

Redirecting the tax money to capital

projects or maintenance takes away from the "big picture" of what it takes to support Oregon's second-largest industry, Brandt said.

"The reality is, whenever we don't put that dollar out for promotion, and instead for a local investment for a capital improvement, in a way we are shooting ourselves in a foot," Brandt said. "We are using a long-term investment strategy for a short-term challenge a community may be facing."

That investment, Brandt said, is supported by a report from Longwoods International, which shows for every \$1 invested in tourism promotion, \$237 is generated in economic impact and \$11 in tax revenue to the benefit of Oregon residents.

The concept of "how much tourism is too much tourism" looks different for each community and should be solved on a local level, Brandt said.

But investing in tourism over time is a greater benefit to city's general fund, he said.

"I can't emphasize how strong the tourism economy can be if we focus on tourism promotion and less on maintenance backlogs," he said.

In Cannon Beach, since the Chamber of Commerce has been the recipient of 70 percent of the lodging tax dollars, the amount of taxes paid to the city has increased by double digits almost every quarter.

"We can't claim it all," Swedenborg said. "Good weather, good economy goes into growth, as well. But before the contract the city would see maybe 4 percent or 6 percent growth. When we started you are seeing around 16 percent or 10 percent increases (in the lodging tax revenue). We think we have something to do with that."



# Sea lions: Wild winter steelhead run reached a low of around 500 fish last year

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One sea lion swam the 230 miles in less than four days — a rate of about 3 miles an hour.

Wright said that sup-

ports the state's argument that lethal removal will be necessary to protect the dwindling wild winter steelhead run, which reached a low of around 500 fish last year.

"It would be great if we could just take them to the coast and they could stay there, but that's not what we've found," Wright said. "I wish it were that simple."

The states of Oregon

and Washington have been lethally removing sea lions from below Bonneville Dam on the Columbia River since 2008. One of the sea lions on the lethal removal list turned up in the Willamette Falls

trap last week and was euthanized on Thursday.

According to the Department of Fish and Wildlife, other sea lions with a documented record of killing salmon and steelhead near

Bonneville Dam may also be killed if they are captured in the Willamette Falls trap.

A decision on additional lethal removals at Willamette Falls isn't expected until the end of this year.

THE DAILY ASTORIAN



# TV SCHEDULE

Evening listings THURSDAY

THURSDAY EVENING		A - Charter Astoria/Seaside - L - Charter Long Beach											FEBRUARY 22	
A	L	6 PM	6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30	
2	KATU (2)	KATU News at 6 (N)		Jeopardy! (N)	Wheel Fortune (N)	The Bachelor Winter	The 26 singles from around the world look for love. (SF) (N)	The Bachelor	"World Tells All" (N)	KATU News (N)	(35) Jimmy Kimmel			
3	KOMO (4)	KOMO 4 News (N)		Wheel Fortune (N)	Jeopardy! (N)	The Bachelor Winter	The 26 singles from around the world look for love. (SF) (N)	The Bachelor	"World Tells All" (N)	KOMO 4 News (N)	(35) Jimmy Kimmel			
4	KING (5)	(5:00) PyeongChang 2018 Winter Olympics							(35) PyeongChang 2018 Winter Olympics	KING 5 News	(35) 2018Olympics			
6	KOIN (6)	KOIN Local 6 (N)	Evening News (N)	Extra	Ent. Tonight	Big Bang Theory	Young Sheldon	Big Bang Theory	Mom	S.W.A.T. "Contamination"	KOIN 6 News (N)	(35) Colbert		
7	KIRO (7)	KIRO 7 News (N)	Evening News (N)	KIRO 7 News (N)	Ent. Tonight	Big Bang Theory	Young Sheldon	Big Bang Theory	Mom	S.W.A.T. "Contamination"	KIRO News (N)	(35) Colbert		
8	KGW (8)	(5:00) PyeongChang 2018 Winter Olympics							(35) PyeongChang 2018 Winter Olympics	KGW News (N)	(35) 2018Olympics			
9	KRCW (9)	Modern Family	Modern Family	The Goldbergs	The Goldbergs	Super. "Various and Sundry Villains"	Arrow "We Fall"	News at 10 (N)	Friends	Two and a Half	Two and a Half 1/2			
10	KOPB (10)	Curious Traveler	Business (N)	PBS NewsHour (N)		Art Beat (N)	Oregon Guide (N)	Midsomer M.	(50) Midsomer Murders "The Glitch"	(35) Miss Marple "At Bertram's Hotel"	Miss Marple 2/2			
12	KPTV (12)	6 O'Clock News (N)		Family Feud	Family Feud	Gotham "Queen Takes Knight"	9-1-1 "Heartbreaker"	10 O'Clock News (N)	News (N)	Page Six TV				
13	KPDX (13)	Mike & Molly	Mike & Molly	Big Bang Theory	Big Bang Theory	FOX 12's News (N)	9 O'Clock News (N)	Family Guy	American Dad!	The Game	The Game			
13	KCPQ (13)	Modern Family	Modern Family	Big Bang Theory	Big Bang Theory	Gotham "Queen Takes Knight"	9-1-1 "Heartbreaker"	Q13 News at 10 (N)	Q13 News (N)	The Simpsons				
20	TBS (20)	Family Guy	Family Guy	Seinfeld	Seinfeld Pt. 2 of 2	Seinfeld	Big Bang Theory	Big Bang Theory	Big Bang Theory	Conan				
22	KZJO (22)	Friends	Friends	Mom	Modern Family	Mom	Modern Family	Q13 News at 9 (N)	Big Bang Theory	Big Bang Theory	Two and a Half	Two and a Half 1/2		
29	ESPN (29)	NCAA Basketball UCLA at Utah (L)				SportsCenter (N)		SportsCenter With Scott Van Pelt (N)	SportsCenter (N)					
30	ESPN2 (30)	NCAA Basketball Gonzaga at San Diego (L)				College Basketball	Boxing Golden Boy Joseph Diaz vs. Victor Terrazas (L)		Nación ESPN				NFL Live	
31	NICK (31)	Henry Danger	Henry Danger	Hunter Street (N)	Knight Squad	** The Nut Job (2014, Family)	Katherine Heigl, Brendan Fraser, Will Arnett.	Full House	Full House	Friends	Friends Pt. 1 of 2			
32	DISN (32)	Jessie	Jessie	Bunk'd	Bunk'd	Andi Mack	Stuck in Middle	Bizaardvark	Raven's Home	Gravity Falls	Gravity Falls	Andi Mack	Stuck in Middle	
34	FAM (34)	** The Wedding Planner (2001, Romance)	Matthew McConaughey, Bridgette Wilson, Jennifer Lopez.	** Just Go With It (2011, Comedy)	Jennifer Aniston, Brooklyn Decker, Adam Sandler.									
35	FMC (35)	Movie	(40) *** Dawn of the Planet of the Apes (2014, Sci-Fi)	Jason Clarke, Andy Serkis, Gary Oldman.	(20) FXM Presents *** Unbroken (2014, Biography)	Finn Wittrock, Jai Courtney, Jack O'Connell.								
36	LIFE (36)	Grey's Anatomy "Shock to the System"	Project Runway	(55) Project R (N)	Project Runway (N)	Runway "A Kick in the Astro" (N)	** What Happens in Vegas ('08) Ashton Kutcher, Rob Corddry, Cameron Diaz.	Journal	Charlie Moore	Destination (N)				
38	ROOT (38)	Ship Shape TV	Snow Motion (N)	Fight Sports MMA	Fight: Kickboxing	In Depth (N)	Spotlight (N)	Focused	Journal	Charlie Moore	Destination (N)			
39	F51 (39)	NCAA Basketball Arizona at Oregon State (L)				Fox College Hoops	NCAA Basketball Arizona State at Oregon (L)		Fox College Hoops	TMZ Sports (N)	Skip and Shannon			
43	SPIKE (43)	Friends	Friends	Friends	Friends	Friends	Lip Sync Battle	Lip Sync Battle (N)	** Happy Gilmore ('96) Adam Sandler.					
44	COM (44)	(15) The Office	(50) South Park	"I'm a Little Bit Country"	(25) South Park	South Park	South Park	Tosh.0	Tosh.0	** The Daily Show (N)	The Opposition (N)			
45	HIST (45)	Swamp People "Cajun Cartel"	Swamp People "Bruce's Dilemma"	The First 48 "1000 Cuts/Draw"	Swamp People "Hunting Houdini" (N)	Swamp People "Hell Rains Down" (N)	(05) Swamp People "Monster in the Dark"	60 Days In (N)	60 Days In (N)	(05) Swamp People "Savage Pursuit"				
46	A&E (46)	The First 48 "Stray Shot"	Chopped "Whiskey and Wings"	Chopped "Raw Deal"	The First 48 "Dangerous Company"	Chopped "Something Dimpling"	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay			
47	TLC (47)	Wedding "Mama Said Knock You Out"	My 600-lb Life "Milla's Story"	600 Life: Supersized "Lisa's Story" (N)	To Be Announced	Dr. Pimple Popper "This is Zit" (N)	600 Life: Supersized "Lisa's Story"	Moonshiners "High and Dry"	Moonshiners "American Spirits"	Moonshiners "American Spirits"				
48	DISC (48)	Moonshiners "Bootleg or Bust"	Moonshiners "Bros Before Hooch" (N)	Life Below Zero "Hounds of the Arctic"	Life Below Zero "Land of Ice and Fire" (N)	Running Wild "President Obama"	Life Below Zero "Land of Ice and Fire"	NBA Basketball Was./Cie.						
49	NGEO (49)	Running Wild "James Marsden"	Running Wild "Shaquille O'Neal"											
50	TNT (50)	(5:00) NBA Basketball Washington vs Cleveland (L)				NBA Basketball	Los Angeles Clippers at Golden State Warriors Site: The Oracle -- Oakland, Calif. (L)	Inside the NBA						
51	AMC (51)	(5:00) *** True Lies ('94) Arnold Schwarzenegger, Tom Arnold, Jamie Lee Curtis.		** Mr. and Mrs. Smith (2005, Action)	Angelina Jolie, Vince Vaughn, Brad Pitt.				** Date Night (2010, Comedy)	Steve Carell, Tina Fey.				
52	USA (52)	Chicago P.D. "Stepping Stone"	Chicago P.D. "Wrong Side of the Bars"	Chicago P.D. "Chin Check"	Chicago "Now Is Always Temporary"	Chicago P.D. "Thirty Balloons"	Modern Family	Modern Family	Modern Family	Modern Family				
53	FOOD (53)	Beat Bobby Flay	Beat Bobby Flay	Chopped "Whiskey and Wings"	Chopped "Raw Deal"	Chopped "Something Dimpling"	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay	Beat Bobby Flay			
54	HGTV (54)	Flip or Flop	Flip or Flop	Flip or Flop	Flip or Flop	Flip or Flop	Flip or Flop	Flip or Flop	Flip or Flop	House Hunters (N)	House Hunters (N)			
56	FX (56)	(5:00) *** Man of Steel ('13, Action)	Amy Adams, Michael Shannon, Henry Cavill.	** The Martian (2015, Adventure)	Jessica Chastain, Kate Mara, Matt Damon.					The Martian ('15, Adv)	Matt Damon.			
57	CNN (57)	Anderson Cooper 360	CNN Tonight With Don Lemon	CNN Tonight With Don Lemon	CNN Tonight With Don Lemon	Anderson Cooper 360	Anderson Cooper 360	Anderson Cooper 360	CNN Tonight With Don Lemon	CNN Tonight With Don Lemon				
58	FNC (58)	Hannity	The Ingraham Angle	Fox News @ Night	Tucker Carlson Tonight	Hannity	The Ingraham Angle							
61	CNBC (61)	Shark Tank	Shark Tank	Profit "Showdown at Standard Burger"	The Profit "Rayjus"	The Profit "The Soup Market"	Paid Program							
63	BRV (63)	Top Chef "Bronco Brouhaha"	Top Chef "Red Rum and Then Some"	Top Chef "Cooking High"	Top Chef "Nut Allergy" (N)	The Real Housewives of Beverly Hills	WatchWhat (N)	Housewives Atl.						
64	TCM (64)	(5:00) Goodbye, Mr. Chips	(15) *** Marty (1955, Romance)	Joe Mantell, Betsy Blair, Ernest Borgnine.	*** Sergeant York (1941, War)	Walter Brennan, Joan Leslie, Gary Cooper.	Movie							
65	SYFY (65)	(4:55) Paul (2011, Comedy)	Nick Frost.	** Jeepers Creepers 2 (2003, Horror)	Jonathan Breck, Nicki Aycox, Ray Wise.	** The Mechanic (2011, Action)	Ben Foster, A. Edward Sutherland, Jason Statham.	The Magicians "Poached Eggs"						
162	RFD (162)	SF Machinery (N)	Small Town (N)	Rural America "TKI Crop Vitality" (N)	Steve Lantvit	Rural Eve. News	Market Journal	GA Farm Monitor	SF Machinery	Small Town	Time Life Library			