

7/20/2020

Edcgov.us Mail - Fwd: TPA Statement on Tourism Marketing

Public Comment #20



EDC COB <edc.cob@edcgov.us>

Fwd: TPA Statement on Tourism Marketing

1 message

Andy Nevis <andynevis@gmail.com>

Sun, Jul 19, 2020 at 8:16 PM

To: Edc Cob <edc.cob@edcgov.us>

Hello,

I sent this memo to the Supervisors a couple of weeks ago. It is relevant to Item 20 on Tuesday's agenda. Would you be able to add it to the file?

Thanks!

----- Forwarded message -----

From: **Andy Nevis** <andynevis@gmail.com>

Date: Mon, Jul 6, 2020 at 1:10 PM

Subject: TPA Statement on Tourism Marketing

To: <bosone@edcgov.us>, <bostwo@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, <bosfive@edcgov.us>

Cc: Donald Ashton <don.ashton@edcgov.us>, <tiffany.schmid@edcgov.us>, Kyle Zimbelman <kyle.zimbelman@edcgov.us>, Kris Payne <krispayne999@gmail.com>, Todd <toddwhite2006@hotmail.com>, James W. Alderink <james_alderink@yahoo.com>

Good afternoon Supervisors,

Please see attached for a statement of support for tourism marketing from the Taxpayers Association. Thanks!

Andy Nevis

President, Taxpayers Association of El Dorado County



TPA Toruism Statement Final.pdf

96K



TAXPAYERS ASSOCIATION OF EL DORADO COUNTY
Post Office Box 18  Placerville, California 95667
Founded in 1958

DATE: July 6, 2020
TO: El Dorado County Board of Supervisors
FROM: Andy Nevis, President, Taxpayers Association of El Dorado County
RE: Support for Tourism and Film Industry Promotion

The Taxpayers Association of El Dorado County supports continued Transient Occupancy Tax (TOT) allocation for tourism marketing efforts, including efforts to attract film production.

In our June 22 memo to local elected officials recommending strategies to address the fiscal impacts of COVID-19, we urged policymakers to consider the complete impact of budgetary decisions. As demonstrated at your June 30 meeting, tourism marketing delivers a clear return on investment and will be especially important in the coming months and years as COVID-19 fades, the economy improves, and travelers decide where to fulfill their pent-up demand.

Continued investment in tourism will relieve some of the budgetary challenges the county and other local governments face over the next few years. Increased tourism will especially benefit other programs which rely on TOT revenues (and thus lodging stays and prices). It will also support small businesses and their employees, injecting more revenue into the community. Simply put, tourism means county taxpayers can receive a higher level of service at a lower cost.

We recognize that TOT revenue will significantly decrease in the short term, and you will have to make tough choices on how to allocate a smaller amount of revenue. As with all county expenditures, the county should work with its tourism and film promotion contractors to identify any possible cost savings and prioritize activities based on return on investment. However, tourism marketing is critical to the county's economic recovery and should be maintained to the extent finances allow.