

Email option #1

Dear Senator/Representative **INSERT NAME**,

I am writing to urge your support for statewide funding of Colorado's tourism promotion at a level higher than the \$10 million recommendation that has been included in Governor Ritter's proposed budget plan. This \$10 million figure represents a 50% reduction from the current budget of \$19.5 million, and would have a significant and immediate impact on the current number of tourists visiting our state. This makes little sense, considering that tourism is one of the few government budgetary line items that actually generate revenue for the State of Colorado.

Tourism is a revenue generating program. The Colorado travel industry generated \$763 million in local and state tax revenues in 2007, resulting in a savings of \$407 per family of four in annual state taxes. In fact, for every dollar the state spent on tourism promotion in 2007, \$13 came back to Colorado in local and state taxes from visitor spending.

Tourism is also the second largest industry in Colorado in terms of jobs, employing 143,700 people. Nearly one in four jobs in Colorado is in the tourism sector. Overall, these employees earn \$4 billion annually, once again significantly contributing to state revenue.

Your support of the tourism industry is essential. Now, more than ever Colorado needs to stay competitive in tourism promotion or risk losing out on the great economic benefits the industry provides. In order to maintain market share in this challenging economy we must be even more vigilant with our advertising, marketing and messaging

Sincerely,

INSERT NAME

TITLE

BUSINESS

ADDRESS

Email option #2

Dear Senator/Representative **INSERT NAME**,

I urge you to support funding for tourism promotion in Colorado. Tourism is a revenue generating industry that makes Colorado work, and the recently proposed \$10 million budget to market the state (a 50% reduction in the current budget), is inadequate to keep us competitive in this environment.

We have learned our lesson from past experience when in 1992, tourism funding was eliminated. From 1992 to 1997, Colorado's market share of national overnight visits

dropped by 30 percent. In 1997 alone, approximately \$2.4 billion in tourism revenues and \$134 million in taxes were lost.

Wisely, the Colorado Legislature recognized this loss of revenue and began taking steps to place Colorado in a more competitive position. As a result, in 2007 the Colorado travel industry generated \$763 million in local and state tax revenues, resulting in a savings of \$407 per family of four in annual state taxes.

In dire economic times this is tax revenue the state cannot afford to lose. Tourism promotion is an investment for the state that provides a return that we can all see. Despite the tough economy, people will still travel. To stay competitive and ensure that we continue to see the benefits of tourism, Colorado needs a robust, statewide tourism promotion program.

Sincerely,

INSERT NAME

TITLE

BUISNESS

ADDRESS