

Dear Industry Partner,

As you may be aware the Colorado State Legislature has been taking drastic measures in cutting the state budget. As part of those discussions, Governor Bill Ritter has recommended a 50% reduction in the Colorado Tourism Office (CTO) marketing budget. That recommendation effectively cuts \$10 million out of the existing budget. Please read the action alert from the Tourism Industry Association of Colorado (TIAC) and join us in helping to protect Colorado's fastest growing industry.

Sincerely,
Gunnison-Crested Butte Tourism Association

ACTION ALERT – HELP PROTECT FUNDING FOR COLORADO’S TOURISM INDUSTRY

Funding for tourism promotion in Colorado is in jeopardy. **NOW** is the time for tourism industry members and friends to take action to educate and encourage our legislators about the importance of the tourism industry in the state.

The latest recommendation from the Governor’s Office is to slash the tourism promotion budget by almost half. Few other programs are subject to as large of a reduction as tourism.

In economic times like these, revenue generating programs like tourism are essential. The Colorado travel industry generated \$763 million in state and local tax revenues in 2007, resulting in a savings of \$407 per average family household. For every dollar the state spends on promoting travel to Colorado, it makes \$13 in return. In addition, the industry is the second largest employer in the state, providing 143,000 jobs. Visitor spending in Colorado generates significant tax revenue that the state cannot afford to lose. Despite the tough economy, people will still travel. To stay competitive, Colorado needs a robust tourism promotion program.

Please call or email your legislators today to tell them that “Tourism pays for Colorado” and to ask them to support the full funding of tourism promotion. Your message needs to focus on tourism’s return on investment (ROI) for all of the hard-working families in Colorado.

Sample emails and talking points are attached. To find out who your legislator is, visit: www.votesmart.org

We have also attached a sample Letter to the Editor expressing the importance of maintaining a competitive statewide tourism budget. We encourage all of you to adapt this letter and submit it to your own local newspapers and media outlets.

Time is critical for contacting your legislators and media outlets with this important message. If you do nothing else in the next 48 hours, please contact your district senators and representatives, and let your voice be heard! If you have questions, please email JChaney@GunnisonCounty.org