

## MARIAH MARKETING

May 21, 2012—sent via email

Members of the Santa Barbara County Board of Supervisors  
Santa Barbara County Administration Building  
105 East Anapamu Street  
Santa Barbara, CA 93101

RE: 2012-13 Funding for all Conference & Visitors Bureaus and the Film Commission

Dear Honorable Supervisors Carbajal, Wolf, Farr, Gray and Lavignino;

You have extraordinarily difficult choices to make given the County's overall shortfall in revenues again this budget cycle—yet I was dismayed to see the following statement in the recent 2012-13 budget recommendations packet:

*Page 12: Community Services: eliminate conference and visitor bureaus and Film Commission funding*  
<http://www.countyofsb.org/ceo/budget.aspx?id=38712>

These County-wide visitor promotion agencies such as the Santa Barbara Conference & Visitors Bureau, Santa Ynez Valley Visitors Association, Los Alamos Valley Visitors Association; Chambers of Commerce and County Film Commission are pro-actively engaged in supporting one of the largest revenue generating industries in our county—tourism and hospitality businesses.

As a marketing professional, independent business owner AND resident of Santa Barbara County since 1985, I recommend that you strongly support the tourism industry that generates MORE business and infuses MORE money for the County in both retail sales taxes and in bed tax revenues. No other industry in the County provides TWO revenue streams to the County general fund.

Tourism marketing programs are VITAL in maintaining our County's profile as a desirable visitor destination and continuing the economic recovery so critical to our area.

I strongly urge you NOT to eliminate any funding to any tourism promotion agencies. Please continue your 2011-12 level of funding support of all conference and visitors bureaus and the Film Commission in 2012-13. Thank you for your utmost consideration.

Sincerely,  
Laura Kath  
President

CC: Chandra Waller, CEO, Santa Barbara County



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