



May 28, 2020

Dear Room Tax Commission,

My name is Jen Yakimicki Guimond and I have worked for North Central Management for the past eighteen years. We are the area's largest hotel development and management company and own and operate 10 hotels in greater Madison. I am writing to urge you to support the City's room tax investment into Destination Madison to the fullest extent possible. Thousands of our community's residents, my business and my workforce have suffered and likely will continue to suffer extensive economic hardships due to the COVID-19 crisis.

Destination Madison's past efforts have made our businesses and those working for us thrive. Their work in securing conventions, sporting events and attracting visitors have been excellent and ensuring they can continue this work for our future is critical. They are the one entity that the city invests room tax in that can help stabilize the hospitality industry and lead the long-term economic recovery for our community.

Our company has furloughed hundreds of both full and part time employees due to the severe impacts of Covid-19 on the hotel industry. We have suffered catastrophic occupancy and revenue declines. We need Destination Madison's help in reaching potential visitors to return to our area.

Destination Madison is the voice of tourism for the greater Madison area and their tireless work to attract, retain and rebook cancelled events to our city is crucial to the success of our business being able to begin to rebound and get back above water. Their work in attracting visitors via direct sales efforts, marketing, advertising and social media have a direct impact on getting people back to dine in our restaurants, shop in our local stores, fly into Dane County Regional Airport and stay in our hotels.

Visitors make our lives in Madison better. Our local population cannot support all of our locally owned and operated businesses - downtown and elsewhere - and, many would be empty during the year if it weren't for visitors. And, our neighborhoods would lose their personality - and identities - if it weren't for the money that comes into our community from visitors.

Please help Madison recover by making sure Destination Madison has the financial means to fulfill its mission. We need Destination Madison to tell visitors our community is a welcoming place and to help them safely experience all that our community, and businesses, have to offer.

With Hospitality,

Jen Yakimicki Guimond, Vice President of Revenue

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