

Dear Room Tax Commission,

My name is Sheri Jamieson and I am the work at North Central Group with manages multiple hotels in Madison & Middleton. 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 because of 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.

I work for a hotel management company that has had great impact on COVID-19. As most of the hotels in Madison/Middleton have to either close or furlough team members, by investing in Destination Madison we will be able to bring back team members, which will help other areas like restaurants and other venues to bring in more revenue to the city.

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 our community, and businesses, have to offer.

Sincerely,

Sheri Jamieson

North Central Group