

Dear Room Tax Commission,

5/29/2020

My name is Matthew Landgraf and I am the Corporate Sales Leader for Raymond Management Company, based here in Madison, live here in Madison and proud owners of the Hampton Inn & Suites Madison Downtown and the SpringHill Suites at Hilldale. We deeply request that you fully support the City's room tax investment into Destination Madison. Thousands of our community's residents, our businesses and our teammates have suffered and likely will continue to suffer extensive economic hardships.

As a private business, we invest heavily in the marketing of our business. Destination Madison does what we could never do. They reach people we never could. They engage with meeting planners and they remove barriers to the business which fuels so much of Madison's economy.

Destination Madison has a proven track record of doing more with less. They have a powerful network and they understand strategic communication. Their work in securing conventions, sporting events, and attracting visitors has helped our business grow every year. Your vote to ensure they can continue this work for our future is critical. They are the one Room Tax recipient that can help stabilize the hospitality industry and lead the long-term economic recovery for our community.

In March, as a direct result of the COVID 19 pandemic, our company laid off over 1,200 teammates, over 100 of them worked each day here in Madison and formerly welcomed travelers and encourage them to spend time and money in Madison. The investment we have made over the last 7 years to build an award-winning team is incalculable. The pain of laying them off has been very real. We need your help to invest in Destination Madison and be able to bring out team back to work.

Visitors invest in Madison and Destination Madison invests in visitors. Destination Madison is working today for business tomorrow. Our local population cannot support all our locally owned and operated businesses - downtown and elsewhere – and, many would be empty during the year if it were not for visitors.

Please help Madison recover by making sure Destination Madison has the financial means to fulfill its mission. We need Destination Madison to work on our behalf to effectively capture visitor business.

Sincere Regards,

**Matthew J Landgraf**

Regional Manager / Corporate Sales

Raymond Management Company

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<http://www.raymondteam.com>