

Dear Room Tax Commission,

In 2019 visitors spent over \$1.4 billion to support Madison's vibrant restaurant, hotel, retail, and recreation industry. The Covid-19 health crisis has decimated Madison's hospitality community, with over 22,000 industry professionals negatively affected by the Covid-19 health crisis. Nationwide, the leisure and hospitality sector lost 7.7 million jobs in April alone. The impact on hospitality employment was greater than construction, manufacturing, retail, education, and health services combined.

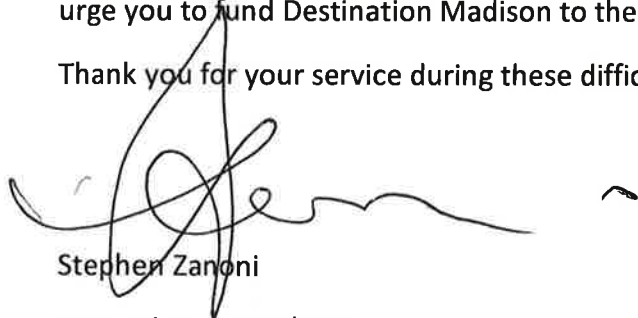
This is a crucial time for our city as we begin to recover. The strong marketing and sales efforts of Destination Madison will be essential for the future of Madison's economy, quality of life and the city's hospitality industry.

Destination Madison's leadership will be more important than ever as we work to reopen our industry. Our city's room tax helps support iconic destinations such as The Overture Center, The Henry Vilas Zoo and Olbrich Gardens. The recovery of our fund is contingent on a strong marketing investment. Without this funding the future of these, and many other wonderful Madison experiences, is at risk. Without financial support we will put our quality of life at risk.

The ability of Monona Terrace to compete for future meetings and conventions is dependent on our present investment in our sales and marketing teams. Competition will be more challenging than ever, and Destination Madison's sales team will require strong resources to ensure Monona Terrace's future financial stability.

On behalf of our Madison Concourse Hotel's team of 250 hospitality professionals, I strongly urge you to fund Destination Madison to the full extent possible.

Thank you for your service during these difficult times,



Stephen Zanoni

General Manager/CEO

The Madison Concourse Hotel & Governor's Club