

Dani Lockett

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Dear City of Madison Room Tax Commission,

My name is Dani Lockett. I am the Director of Development for Madison Children's Museum and a proud member of Destination Madison's Community Relations Committee. I am writing to urge you to support the city's room tax investment into Destination Madison to the fullest extent possible.

Workers across Madison and Dane County have suffered and likely will continue to suffer extensive economic hardships for the foreseeable future because of the COVID-19 crisis, including me and my museum colleagues.

However, when things turnaround, we absolutely need Destination Madison. This organization's past efforts have helped our museum thrive. Their work in securing conventions, sporting events, and attracting visitors has been excellent, and we must ensure that they can continue this critical work moving forward.

Destination Madison is the most critical entity that promotes the entire City of Madison and can help stabilize our entire tourism and hospitality industry. Their leadership will help the city, in the near-term and the long-term, and enable Madison's strong economic recovery.

Madison Children's Museum is closed until we can reopen safely for our visitors, which may be for many months to come, as children are the world's worst at social distancing! In the meantime, however, Destination Madison can pro-actively and effectively campaign for all visitors to return to our city, which will make a huge difference when the museum is ready to reopen safely. And, no doubt, they will help us build and grow excitement for our reopening when the time is right.

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 critical financial means necessary to fulfill its mission. We need Destination Madison's leadership to safely welcome all visitors back to our community and to help share all the great wonders that Madison has to offer.

Thank you for your consideration.

Sincerely,

Dani Lockett
City of Madison Resident