

Dear Room Tax Commission,

My name is Phillip Mattsson-Boze, President of the Greater Madison Hotel & Lodging Association, representing over 60 member hotels. I also serve as General Manager of HotelRED. **I implore that you fully support the city's room tax investment into Destination Madison.** Thousands of our community's residents, our association's membership, and our workforces have suffered and are staged to suffer extensive economic hardships.

As private businesses, we invest heavily in individual marketing strategies for our individual organizations. Destination Madison does the above and beyond work that we are incapable to perform on our own. Destination Madison is the definition of an entity in which the sum is greater than its parts. 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 member hotels were forced to lay off, furlough, and terminate associates. The hospitality and tourism industry has taken an immediate hit as a result of COVID 19, and statistical projections show that the road back to sustainability will be marked in multiple years. We need your help to invest in Destination Madison to make this road easier to travel—for the sake of our businesses, associates, and our city.

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 weren't 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.

Sincerely,

Phillip Mattsson-Boze

President – Greater Madison Hotel & Lodging Association
HotelRED
1501 Monroe Street
Madison, WI 53711