

Dear Room Tax Commission,

My name is Michael Luehrs and I am the General Manager of the Hampton Inn & Suites Madison Downtown. I implore that you 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.

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 hotel laid off 56 team mates. 56 people who worked each day to bring travelers 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.

Visitors invest in Madison and Destination Madison invests in visitors. Destination Madison is working today for business tomorrow. 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.

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,

Michael Luehrs

General Manager  
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