

From: [Finance](#)
To: [Schmiedicke, David](#)
Subject: FW: support for Destination Madison
Date: Friday, May 29, 2020 3:30:53 PM

From: Sarah Van Dyke <revelmadison@gmail.com>
Sent: Friday, May 29, 2020 3:06 PM
To: Finance <finance@cityofmadison.com>; Verveer, Michael <district4@cityofmadison.com>
Subject: support for Destination Madison

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Dear Room Tax Commission,

My name is Sarah Van Dyke and I am the owner of [Revel](#), a downtown crafting bar and event space. **I am writing to urge you to support the City's room tax investment into Destination Madison to the fullest extent possible** in the midst of the economic hardships caused by the COVID-19 pandemic.

Destination Madison has been a brilliant supporter of my business and so many others - both downtown and throughout the whole city. Their tireless efforts to attract visitors to our city and to secure contracts for large conventions and events have been excellent - and ensuring that they can continue this work for our future is critical. They are the one entity that the city invests room tax in that can help stabilize the hospitality industry (including restaurants and other entertainment/leisure businesses like mine) and lead the long-term economic recovery for our community.

Speaking as a small business owner - I feel that Destination Madison has been integral to Revel's success over the past 4 years. They have been a huge help in connecting us with other businesses for collaboration opportunities, have provided helpful education-based events to ensure that we market and present our businesses in a way that attracts visitors, and have amplified the reach for our workshops and events through their website, which reaches community members and visitors/tourists alike. During the past 2+ months of the COVID pandemic, their team has continued working to provide resources to business owners and advocate for them as various regulations and orders have been passed.

Visitors make our lives in Madison better. Our local population alone cannot support all of our locally owned and operated businesses, and many would be empty 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 tell visitors our community is a welcoming place and to help them safely experience all our community, and businesses, have to offer.

Thank you for your consideration,

Sarah



SARAH VAN DYKE

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