

**From:** [Stuart Kasdin](#)  
**To:** [Deborah Lopez](#); [Carmen Nichols](#)  
**Subject:** FW: Support Goleta Chamber  
**Date:** Friday, June 15, 2018 2:30:43 PM

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FYI

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**Stuart Kasdin, PhD**

Mayor Pro Tempore

City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117

805-961-7539 | [skasdin@cityofgoleta.org](mailto:skasdin@cityofgoleta.org)

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**From:** Mahoney, Timothy [[tmahoney@semprautilities.com](mailto:tmahoney@semprautilities.com)]  
**Sent:** Friday, June 15, 2018 2:24 PM  
**To:** Paula Perotte; Stuart Kasdin; Michael Bennett; Roger Aceves; Kyle Richards  
**Cc:** Kristen Miller; Kristen Miller  
**Subject:** Support Goleta Chamber

Hello Mayor and City Council – I support the \$150,000 for Goleta Chamber of Commerce to promote tourism in Goleta. Everyone wins when people visit Goleta and the surrounding areas. Tourism and the hospitality industry is a huge economic driver for restaurants, hotels/motels, wine, entertainment and retail employment. The Chamber and city are doing a great job – keep the momentum. Thanks, Tim Mahoney.





## THE RITZ-CARLTON

BACARA, SANTA BARBARA

June 12, 2018

Brian Sepanik, Director of Finance  
The Ritz-Carlton Bacara, Santa Barbara  
8301 Hollister Ave.  
Goleta, CA 93117

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing on behalf of The Ritz-Carlton Bacara, Santa Barbara in support of City of Goleta's investment in tourism through the contract with the Goleta Chamber of Commerce for \$150,000.

The Goleta Chamber's tourism work drives economic impact, creates and supports local jobs, generates visitor spending at local businesses, and greatly enriches the quality of life in Goleta.

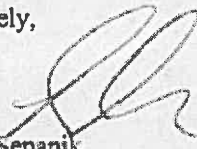
In recent years, since the Chamber has received significant funding for Visitor Services from the City, Goleta is finally able to participate in the regional efforts to promote our region as a destination in California, to leverage the brand recognition of our neighbors in Santa Barbara, promote our connection to the wine region, and work with UCSB's large number of visitors.

The City's investment gives us a seat at the table with our Santa Barbara County neighbors and allows the Chamber to represent us with key stakeholders as well as national and international destinations.

The City's consistent investment is key. We need a reliable schedule of funding to continue the fantastic momentum the Chamber has started. Please do not decrease the funding and do support a multi-year contract. It is vitally important that we maintain a steady, right-sized program; we are on the right track and we need to keep the momentum.

The Goleta Chamber has a successful track record of proven results in tourism programming and promotion and successful programs providing visitor services and increasing the local economic impact of the 1.5M visitors to our community.

Sincerely,



Brian Sepanik  
Director of Finance





Richard Nahas  
General Manager  
Glen Annie Golf Club  
405 Glen Annie Road  
Goleta, CA 93117

June 12, 2018

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing on behalf Glen Annie Golf Club in support of City of Goleta's investment in tourism through the contract with the Goleta Chamber of Commerce for \$150,000.

A few years ago the chamber received additional funds from the county TBID. This marked the beginning of efficient ROI as it pertained to promoting the area as a destination. The staff at the chamber was finally able to build momentum and move the needle in destination marketing. A reduction of any amount in funding at this point will be very detrimental to the city of Goleta which is positioned to reap the benefit of increased TOT in the years to come. The exponential effect of the additional funding is far reaching. By my estimates when the visitor services funding doubled the ROI increased 10 fold; anything less is just a baseline with limited effectiveness. You would be hard pressed to find another line item on the city budget that has an ROI in the same ball park as these funds.

I urge you to make what should be the easiest decision you have in the difficult budgeting process: CONTINUED TOURISM FUNDING AT OR ABOVE CURRENT LEVELS FOR YEARS TO COME.

Respectfully,

Richard Nahas



## Deborah Lopez

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**From:** Stuart Kasdin  
**Sent:** Monday, June 18, 2018 8:39 PM  
**To:** Carmen Nichols; Deborah Lopez  
**Subject:** FW: Support for the Goleta Chamber of Commerce Visitor Services funding  
  
**Importance:** High

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**From:** Hallie Avolio [hallie@l34tech.com]  
**Sent:** Monday, June 18, 2018 8:35 PM  
**To:** Paula Perotte; Stuart Kasdin; Michael Bennett; Roger Aceves; Kyle Richards  
**Subject:** Support for the Goleta Chamber of Commerce Visitor Services funding

June 18, 2018

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing this e-mail wearing three hats: 1) Owner of Latitude 34 Technologies in Old Town Goleta; 2) Chairwoman of the Goleta Chamber Board of Directors; 3) Proud resident of the City of Goleta. And I am writing today in support of City of Goleta's investment in tourism through the contract with the Goleta Chamber of Commerce for \$150,000.

The Goleta Chamber's tourism work drives economic impact, creates and supports local jobs, generates visitor spending at local businesses, and greatly enriches the quality of life in Goleta.

While destination marketing is funded through the Tourism Business Improvement District, and is regulated to focus solely on out of town marketing to bring visitors to Goleta, the City's funding of Visitor Services impacts me and my business by ensuring that visitor stay, and shop, and eat and explore businesses in the Goleta community. The Chamber's Visitor Services programs provide much-needed maps, brochures and event support that keeps visitors here in Goleta at our local establishments.

The City's consistent investment is key. We need a reliable schedule of funding to continue the fantastic momentum the Chamber has started. Please do not decrease the funding and do support a multi-year contract. It is vitally important that we maintain a steady, right-sized program; we are on the right track and we need to keep the momentum.

The Goleta Chamber has a successful track record of proven results in tourism programming and promotion and successful programs providing visitor services and increasing the local economic impact of the 1.5M visitors to our community.

Sincerely,  
Hallie Avolio

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Hallie Avolio – Director of Sales & Marketing  
Latitude 34 Technologies, Inc.

Email: [Hallie@L34Tech.com](mailto:Hallie@L34Tech.com)  
Phone: (805) 275-2386  
Fax: (805) 229-6027  
Web: [www.L34Tech.com](http://www.L34Tech.com)

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## Deborah Lopez

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**From:** Stuart Kasdin  
**Sent:** Monday, June 18, 2018 8:51 PM  
**To:** Carmen Nichols; Deborah Lopez  
**Subject:** FW: City of Goleta's investment in tourism and the Goleta Chamber of Commerce

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**Stuart Kasdin, PhD**

Mayor Pro Tempore  
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117  
805-961-7539 | [skasdin@cityofgoleta.org](mailto:skasdin@cityofgoleta.org)

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**From:** Paul M. Avolio [[paul@l34tech.com](mailto:paul@l34tech.com)]  
**Sent:** Monday, June 18, 2018 8:50 PM  
**To:** Paula Perotte; Stuart Kasdin; Michael Bennett; Roger Aceves; Kyle Richards  
**Subject:** City of Goleta's investment in tourism and the Goleta Chamber of Commerce

June 18, 2018

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing on behalf of my business, Latitude 34 Technologies, Inc, in support of City of Goleta's investment in tourism through the contract with the Goleta Chamber of Commerce for \$150,000.

The Goleta Chamber's tourism work drives economic impact, creates and supports local jobs, generates visitor spending at local businesses, and greatly enriches the quality of life in Goleta.

Old Town remains a focus of the Chamber and a part of the investment from the City (through the Visitor Services funding). The City of Goleta's investment of \$25,000 per year to be focused on research and promotion for Old Town Goleta is vitally important. We request to continue this program at the same pace and investment for Old Town.

The City's consistent investment is key. We need a reliable schedule of funding to continue the fantastic momentum the Chamber has started. Please do not decrease the funding and do support a multi-year contract. It is vitally important that we maintain a steady, right-sized program; we are on the right track and we need to keep the momentum.

The Goleta Chamber has a successful track record of proven results in tourism programming and promotion and successful programs in Old Town.

Sincerely,  
Paul Avolio

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Paul Avolio – President  
Latitude 34 Technologies, Inc.  
Email: [Paul@L34Tech.com](mailto:Paul@L34Tech.com)  
Phone: (805) 275-2386  
Fax: (805) 229-6027  
Web: [www.L34Tech.com](http://www.L34Tech.com)

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## Deborah Lopez

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**From:** Stuart Kasdin  
**Sent:** Tuesday, June 19, 2018 9:16 AM  
**To:** Carmen Nichols; Deborah Lopez  
**Subject:** Fwd: Goleta Chamber's Tourism Contract

Sent from my iPhone

Begin forwarded message:

**From:** James Knight <jjknight3@cox.net>  
**Date:** June 19, 2018 at 7:09:31 AM PDT  
**To:** <pperotte@cityofgoleta.org>  
**Cc:** <skasdin@cityofgoleta.org>  
**Subject:** Goleta Chamber's Tourism Contract

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing in support of City of Goleta's investment in tourism through the contract with the Goleta Chamber of Commerce for \$150,000. The Goleta Chamber's tourism work drives economic impact, creates and supports local jobs, generates visitor spending at local businesses, and greatly enriches the quality of life in Goleta. Tourism and travel is a crucial segment of our local economy with the largest amount of City revenue coming from Tourism Occupancy Tax (TOT). The Chamber's Visitor Services program is an economic development effort to increase the economic impact of visitors in our community.

Investment in visitor services, destination marketing and downtown revitalization are growth areas for many cities and the trends are only increasing. Investment in this vitally important industry cluster and retail sector are important parts of Goleta's economic development strategy and creates a high rate of return of investment both in city revenue and customer and stakeholder satisfaction. I have been involved with the Goleta Chamber since serving as Chair in 2008 and have observed first hand the value of the city's investment in tourism. I urge you to continue to support the chamber's contract at the same level. Please feel free to contact me with any questions.

Sincerely,

Jim Knight  
Past Chair Goleta Chamber of Commerce  
805-448-9844 cell

