

Warren Butler
Managing Partner
High Sierra Bar & Grill/FlightLine Restaurant & Lounge
521 Firestone Road, Goleta 93117
August 28, 2018

Dear Mayor Perotte and Members of the Goleta City Council,

I am writing on behalf High Sierra Bar & Grill/Flightline Restaurant & Lounge 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.

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.

Sincerely,

Warren Butler

Deborah Lopez

From: Michelle Greene
Sent: Monday, October 01, 2018 3:12 PM
To: Deborah Lopez
Subject: FW: Goleta Chamber of Commerce Funding Request

Public Comment.

Michelle Greene
City Manager
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7501
mgreene@cityofgoleta.org



From: Stuart Kasdin
Sent: Monday, October 01, 2018 2:20 PM
To: Michelle Greene <mgreene@cityofgoleta.org>; Carmen Nichols <cnichols@cityofgoleta.org>
Cc: Dana Grossi <dgrossi@cityofgoleta.org>
Subject: FW: Goleta Chamber of Commerce Funding Request

FYI.

From: Tom Patton [tpatton@sbramada.com]
Sent: Monday, October 01, 2018 12:59 PM
To: Paula Perotte; Stuart Kasdin; Michael Bennett; Roger Aceves; Kyle Richards
Cc: Deborah Lopez; 'Kristen Miller'
Subject: Goleta Chamber of Commerce Funding Request

Madam Mayor and fellow Council Members:

I am writing in support of the request from the Goleta Chamber of Commerce for the continued \$150,000 funding for Visitor Services and Economic Development. I served as the Chairman of the South Coast Tourism Business Improvement District since its inception in 2010. That was when the hotels made the decision to assess themselves in order to remain competitive with other destinations around the State. The funds that are generated through the TBID have been critical in marketing our destination and in turn generating the transient occupancy tax revenues that are so vital to our communities.

One of the reasons the TBID has been so successful is that it is a public/private partnership with the Cities of Goleta and Santa Barbara. The City of Santa Barbara was a partner from day one and within the past few years the City of Goleta has also become a partner through the tourism promotion funding that is provided to the Goleta Chamber of Commerce. The Goleta City Council came to appreciate that tourism promotion created a return on investment and should not be viewed as just another budget expenditure.

Both Kristen Miller at the Goleta Chamber of Commerce and Kathy Janega Dykes with Visit Santa Barbara do a masterful job of investing these dollars to create a healthy and vibrant tourism destination. This was never more apparent than this past year when our community had to respond to all the negative publicity that was generated due to the natural disasters. Without the TBID dollars we would not have had the funding to create the messaging that told the world that we were open for business.

With the two new hotel properties in the City of Goleta it is now more important than ever to continue the investment in tourism promotion. The goal is to grow the tourism "pie" rather than just create smaller pieces for each existing hotel property. Hotels are a triple threat when it comes to taxes as they generate transient occupancy tax, property tax and sales tax. The larger the amount of taxes, the more the local community benefits.

It is essential that the Goleta Chamber of Commerce can count on continued tourism promotion funding so that they can continue their commitment to investing these dollars to generate the maximum return. We have an incredible community and everyone wins when the hotels do well. I urge you to continue your tourism promotion investment.

Thank you for your consideration.

Regards,
Tom

Tom Patton, C.H.A.
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BY WYNDHAM

Ben Schroeder
Santa Barbara Cider Company
325 Rutherford St, Ste D
Goleta, CA 93117

Goleta City Council
130 Cremona Dr. #B
Goleta, CA 93117

October 2, 2018

For the attention of the Honorable Goleta City Councilmembers, Mayor, and Mayor Pro Tem,

I am writing to voice my opposition to the recommendation of the City's Grant Committee to cut the Goleta Chamber of Commerce's contract for Visitor Services economic development contract.

My name is Ben Schroeder and I am a small business owner in Old Town Goleta. Being able to run a small business in Old Town Goleta is a privilege that my business partners and I work hard for. My partners and I have worked hard to open Goleta's first Hard Cider Company in Old Town Goleta and we are proud of the location and business that we have established in this great City. We have also been honored to have been supported by many locals, including some on this Council.

We know how fortunate we are to have each and every person to walk through our door. It is because of this that one of the things we did to spread the word of our business and Old Town Goleta was to join the Goleta Chamber of Commerce. We have confidence in the Chamber of Commerce to be our advocate as well as for all businesses in Goleta and would like to see the level of financial support from the City increase for the Chamber of Commerce. One of the things we count on the Chamber of Commerce for, in addition to local support, is for visitors staying at wonderful local hotels to come and visit us in Old Town Goleta instead of bypassing us for Downtown Santa Barbara.

Please consider keeping the funding levels for the Chamber of Commerce at or above the current levels to help direct visitors to and breathe further life into Goleta. Thank you for your consideration.

Regards,

Ben Schroeder