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April 6, 2020

Mayor Perotte and Council
City of Goleta
130 Cremona Drive
Goleta, CA 93117

RE: Transient Occupancy Tax and Tourism Business District Assessment Deferral - SUPPORT

Dear Mayor Perotte and Members of the Council:

The Goleta Chamber of Commerce is writing to support the request defer Transient Occupancy Tax and the Tourism Business District Assessment.

As the hospitality industry is facing unprecedented economic hardship due to COVID-19 and the stay-at-home orders, we must do anything we can to help our local hotels stay in business.

TOT revenue is a huge part of the City's budget and the economic impact from hotels on our local economy cannot be overstated. We realize that the City relies on these taxes for income that directly benefits local residents. But a two-month deferment may help hotels cover their own cash flow deficits for a short period of time. The long-term effect is to increase the City's income over a longer period of time.

Please approve this deferral to help the hotels in Goleta. And please reach out to us for any questions or concerns.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kristen Miller", is written over a faint, larger version of the same signature.

Kristen Miller
President/CEO