

Tourism Assessment Client Communications

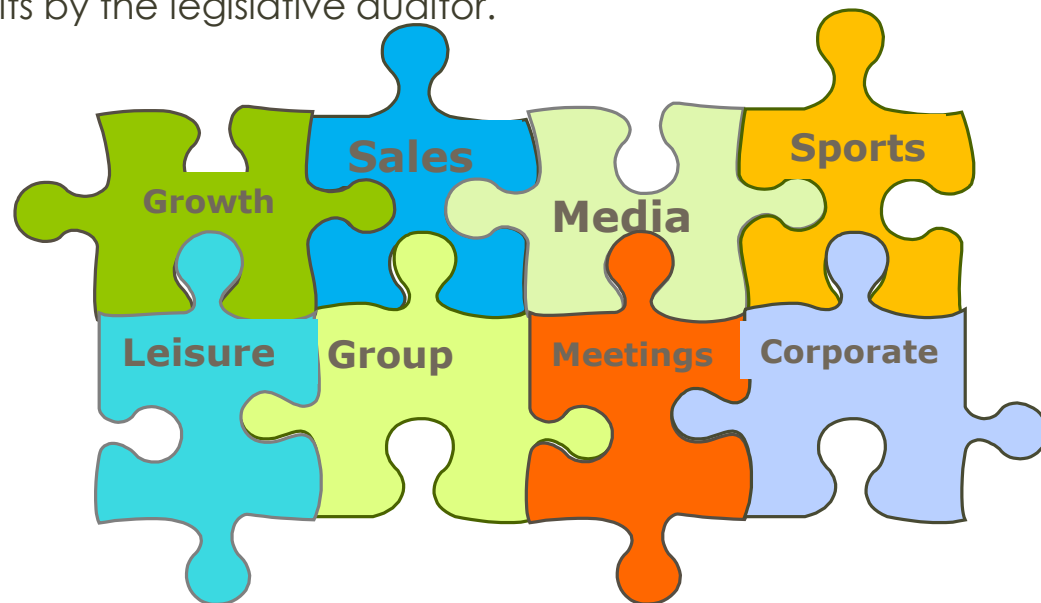
Jefferson Convention & Visitors Bureau, Inc.



VisitJeffersonParish.com

Use of Proceeds of the Assessment

- Proceeds of the assessment, after payment of program expenses, must be applied solely to destination marketing, sales, public relations and for other matters to benefit directly or indirectly economic development, the traveler economy and tourism growth in Jefferson Parish.
- The JCVB will provide a comprehensive annual budget, expenditures and sales and marketing report on the use of the assessment proceeds to the Board of Directors of the JCVB. Use of the proceeds of the assessment by the JCVB will be subject to annual audits by its outside independent auditors. The JCVB will also be subject to audits by the legislative auditor.



Purpose of the Assessment

- Jefferson Parish is the second highest tourism revenue generating parish in the state of Louisiana. The JCVB is grossly underfunded compared to competing peer organizations across Louisiana. The JCVB will use the funding to grow its group and meeting sales efforts, launch a national and international leisure marketing and sales effort, and build national and international public relations efforts to grow hotel occupancy and visitor.



Group Sales Written Communication

August 10, 2016

(INSERT CLIENT NAME & ADDRESS)

Re: The Adoption of a Tourism Assessment on Hotel Room Charges

Exciting things are happening in Jefferson Parish from a hospitality perspective. Jefferson Parish is the second highest tourism revenue generating parish in the state of Louisiana.

In 2015, the Louisiana State Legislature passed Act 265 authorizing an assessment to be applied on the daily hotel room rate, applied to the consumer the same as and in conjunction with sales tax. The 1.00% assessment is not applicable to incidental or any other such charges and is mandatory to the hotel guest under Louisiana state law.

Proceeds of the assessment, after payment of program expenses, must be applied solely to destination marketing, sales, public relations and for other matters to benefit directly or indirectly economic development, the traveler economy and tourism growth in Jefferson Parish.

The Tourism Assessment is effective September 1, 2016.

At this time, we are proactively reaching out in notification to make certain you are aware of the legislative act and provide this information should you wish to communicate within your organization or to your attendees in advance of arrival.

Our team is available to answer any questions or to provide additional guidance as you may need. Feel free to contact our office Monday-Friday 8:30 a.m.-5:00 p.m. at 504-731-7083.

We look forward to working with you and thank you sincerely for choosing Jefferson Parish!

(INSERT SALES MANAGER)

Tourism Sales Written Communication

August 10, 2016

(INSERT CLIENT NAME & ADDRESS)

Re: The Adoption of a Tourism Assessment on Hotel Room Charges

Exciting things are happening in Jefferson Parish from a hospitality perspective. Jefferson Parish is the second highest tourism revenue generating parish in the state of Louisiana.

In 2015, the Louisiana State Legislature passed Act 265 authorizing an assessment to be applied on the daily hotel room rate, applied to the consumer the same as and in conjunction with sales tax. The 1.00% assessment is not applicable to incidental or any other such charges and is mandatory to the hotel guest under Louisiana state law.

Proceeds of the assessment, after payment of program expenses, must be applied solely to destination marketing, sales, public relations and for other matters to benefit directly or indirectly economic development, the traveler economy and tourism growth in Jefferson Parish.

The Tourism Assessment is effective on September 1, 2016.

At this time, we are proactively reaching out in notification to make certain you are aware of the legislative act and provide this information to communicate within your organization to assist as packages and programs are being created and sold.

Our team is available to answer any questions or to provide additional guidance as you may need. Feel free to contact our office Monday-Friday 8:30 a.m.-5:00 p.m. at 504-731-7083.

We look forward to working with you and thank you sincerely for choosing Jefferson Parish!

(INSERT SALES MANAGER NAME)

Sales Verbal Script

Greeting: Hello, (INSERT CLIENT NAME) this is (INSERT MANAGER NAME) I am calling from (INSERT CVB/ PROPERTY NAME). The Tourism Assessment is effective September 1, 2016. The assessment mandated by the Louisiana Legislature and ratified this month will impose a 1% assessment on hotel room rates per night and will be applied in conjunction with taxes on individual guest folios.

I am reaching out proactively at this time to make sure you are aware of the assessment and as a reminder should you wish to communicate within your organization or to your attendees in advance of arrival for your (INSERT MEETING NAME) due to arrive this (INSERT MONTH OF ARRIVAL).

Please let me know if you have any questions and we will be glad to provide any additional information as you may require. I can be reached at (INSERT DIRECT LINE).

Again, thank you so much for your business and we look forward seeing you in Jefferson Parish!

Supplementary Resources & FAQ's

Note -these are for your reference and assistance in answering any questions which may arise. You are not required or recommended to review these with each client.

- The 2015 Louisiana State Legislature passed Act 265 authorizing an assessment to be applied in the same manner as and in conjunction with sales tax, on hotel room rates each evening. The 1.00% assessment is not applicable to incidental or any other such charges.
- This assessment charge is mandatory to the customer under Louisiana state law at your hotel just like a hotel sales tax on the room charge.
- These funds are used to manage and market the Jefferson Parish tourism industry. Use of the proceeds of the assessment by the JCVB will be subject to annual audits by its outside independent auditors. The JCVB will also be subject to audits by the legislative auditor.
- This assessment is similar to other mandatory taxes and fees that are charged on hotel room rates when you visit hotels in virtually all other U.S. cities.
- The assessment can appear as a separate line item on a guest folio or be included with taxes in the same line, at the hotel's discretion.
- It is important to communicate to meeting planners that this fee is passed along to the attendee and is not a cost to their organization unless they are paying a master bill.

Assessment Talking Points

Under the leadership of the Jefferson Convention & Visitors Bureau, Inc. (JCVB):

- The Jefferson Parish tourism industry infuses over \$1.1 billion into the Jefferson Parish economy.
- Jefferson Parish has emerged as a destination generating nearly 10,000 jobs and over \$204 million in payroll expenditures.
- Jefferson Parish tourism industry generates \$63 million in state and local tax revenue.
- In 2004, the Jefferson Parish hotel industry invested in the growth of our industry by agreeing to allow a 1% increase in the hotel occupancy tax to fund the JCVB and, over ten years later, this investment is seeing tremendous dividends despite hurricanes and the BP oil spill.

