

Sample Letter from Local Community

NOTE: PLEASE PERSONALIZE WITH RELEVANT DATA FROM YOUR AREA, PRINT ON OFFICIAL LETTERHEAD

[Date]

[Elected Official]

[Municipality]

[Office Address]

[CITY, STATE ZIP]

Dear [Elected Official Name]:

As you consider next year's budget, I write to bring attention to the significant return on investment your constituents enjoy thanks to the benefits derived from travelers. Based on research and proven results from the New Mexico Tourism Department, we know that tourism spurs growth, builds a strong tax base and creates jobs that cannot be outsourced.

Travel promotion is a wise strategic investment. It kicks off a virtuous cycle of increased traveler visits, greater traveler spending in local businesses, faster job creation and higher tax revenues that far surpass the initial investment.

In fact, tourism employment has been growing faster than overall New Mexico employment since 2011 with 1-in-12 jobs in the state sustained by visitor spending. In the last five years, tourism has generated 15% of all new jobs in New Mexico, and right here in [COUNTY], [NUMBER] of jobs are sustained by visitor spending each year.

Travel and tourism is a cash-generating machine for state and local governments with tourism serving as one of the most influential drivers of New Mexico's economy. Tax revenue from tourism reached \$629 million in state and local taxes in 2015, with [AMOUNT] of that coming from [COUNTY]. These tax dollars go to federal, state and local governments to help fund jobs and public programs, such as police, firefighters, teachers, road projects and convention centers. Because of tourism spending, New Mexico taxpayers pay \$826.50 less per household on taxes for the same level of government revenue.

In today's highly competitive travel market, communities that maintain, or even increase funding, for their travel promotion programs seize great opportunity, while those that cut programs suffer immediate revenue shortfalls and other negative economic consequences.

The economic benefit of tourism is clear. Please increase those benefits and help us improve our community by investing in [COMMUNITY'S] travel promotion program.

Sincerely,

[Contact]

[Title]