



**Subject Line Option 1:** District Constituent: Please Support HB 2950 to Strengthen Arizona’s Tourism Industry

**Subject Line Option 2:** Local Business Owner in Your District: Please Support HB 2950!

Dear [Legislator’s Name],

As a [constituent and] Arizona resident [who owns a business] in your district, I am writing to urge your support for **HB 2950**, which would allow municipalities to consider establishing **Tourism Improvement Areas (TIAs)**. Arizona’s tourism industry is a key economic driver attracting more than 46.9 million overnight visitors who contribute more than \$33.1 billion in direct spending to Arizona’s economy while supporting more than 194,000 jobs.

TIAs have been successful in 25 states and 216 U.S. destinations, including cities like Los Angeles, Dallas, Seattle, Nashville, and New Orleans. Establishing TIAs in Arizona would increase hotel room demand, boost hotel revenue, and drive millions in additional economic impact—all without placing any additional burden on local taxpayers. This initiative will give our community a proven tool that will allow us to compete with other major destinations.

As someone who lives and works in Arizona, I believe this legislation is an essential step toward strengthening our local economy and is necessary to keep our destination competitive. I strongly encourage you to vote **YES** on **HB 2950** to secure a strong future for Arizona.

Sincerely,

[Your Name]

[Your Organization]

[Your Contact Information]

1 E. Washington St., Suite 2000

Phoenix, AZ 85004

602-254-6500

visitphoenix.com

