



March 10, 2009

Senator Kevin Meyer
Alaska State Senate
State Capitol, Room 101
Juneau, AK 99801-1182

Dear Senator Meyer,

On behalf of the Anchorage Convention & Visitors Bureau (ACVB) and our 1,150 business members, please accept our appreciation for your sponsorship of SB 138. By supporting the marketing funding for the Alaska Travel Industry Association (ATIA), you are assisting small and large businesses in Anchorage and Southcentral Alaska.

Your continued support of the following is important to the industry during this legislative session:

- Support the Governor's budget that continues the reinvestment of vehicle rental tax revenues into Alaska's tourism marketing program [QTA contract] for \$9 million in the FY10 operating budget.
- As you have proposed, pass SB 138 to provide a tax credit to payers of the Cruise Line Corporate Income Tax for contributions to Alaska's tourism marketing program. The goal is to sustainably grow Alaska's tourism marketing funding to a minimum \$20 million.
- Measure the results of Alaska's tourism marketing reinvestment by appropriating \$850,000 in the FY10 capital budget to fund the Alaska Visitor Statistics Program. This economic impact study is a key element to educate our residents of the importance of tourism and create an unparalleled hospitality like no other state can provide.

A healthy tourism industry is a key component to the long history of growth that we've enjoyed in Anchorage. I'm proud of our industry and proud of the fact that year after year tourism contributes significantly to the state's general fund and to the funding of local governments throughout Alaska. Perhaps even more satisfying are the contributions our industry makes in creating robust and lively communities that our residents enjoy year-round. Your support of this legislation will expand this win-win cycle to everyone's benefit.

Thank you for your time and efforts.

Sincerely,

A handwritten signature in black ink that reads "Julie Saupe". The signature is fluid and cursive.

Julie Saupe
President & CEO