

**From:** Kiana B&B  
**Posted At:** Wednesday, March 04, 2009 12:46 PM  
**Subject:** Support tourism marketing

Dear Senator Stevens,

Please support increased funding for Alaska's tourism marketing program. In recognition of the value of tourism, other competing destinations are raising their expenditures for marketing. Alaska is in a unique position to gain from the sustainable travel and tourism industry. Dollars brought in to the state keep current and future jobs secure for many Alaskans, as well as programs that insure the viability and protection of our rich and vibrant land. The time is now to think of the long term, instead of just focusing on short term benefits.

Let's allow the small businesses in the tourism industry that practice good ethics the chance to benefit from funding that will enable them to showcase Alaska in a way that promotes respect both for and with travelers. Quality of life is highly valued in Homer - and many of those employees who work in the tourism industry reside here and contribute to their community in immeasurable ways - whether it is through individual volunteerism, individual financial contributions to various non-profits and "causes", or business donations. We know this because we see it first hand by owning and operating Kiana Lodgings in Homer. Our fear is that we will spiral further downward economically, socially, and environmentally if we do not "feed" an industry that is good for our community and for Alaska as a whole.

Whether it is through using the tens of millions of dollars in revenue from cruise ship taxes or another creative solution, please support increased funding for Alaska tourism marketing.

Sincerely,

Jerry & Lou Scholand  
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