

March 4, 2009

Senator Bert Stedman
P.O. Box 110001
Capitol Building, Room 516
Juneau, AK 99811-0001

Katie Montgomery
3514 Arnold Avenue
Ketchikan, AK 99901

Dear Representative Stedman

I am writing to ask you to vote yes to increase funding to the Alaska Travel Industry Association (ATIA) marketing program. The money the state collects from the rental car tax should be 100% re-invested in ATIA's marketing plan. State funding needs to continue to match private funds of \$2.7 million and a commitment from the state to grow funding to at least \$20 million. We need to start competing on a more level advertising field with other states and cities around the globe.

I and my family am dependant on tourism, my husband and I continue to earn our living from the tourist industry. For five years I owned my own restaurant and bar, if it was not for the visitor trade in the summer months we would not have been able to employ people year-round and support our family. In the summer months we employed approximately sixty people, many that were returning Alaskan's working to pay for college

I was a Director of the Ketchikan Visitor Bureau for six years and am currently an advisor; I served as the Chairman for two of those years. The KVB has a local marketing program, but to compete on a national or global scale we need the efforts of ATIA's marketing program for the entire state. Alaska competes with many domestic destinations not to mention foreign competitors; we must continually market to remind people we are here to capture our share of the business.

I ask for your continued support of our industry and thank you for the past support you have shown.

Sincerely,

Katie Montgomery

cc: ATIA Government Relations and Patti Mackey, Ketchikan Visitors Bureau