



March 12, 2009

Dear Representative Chenault,

On behalf of the visitor industry on the Kenai Peninsula, The Kenai Peninsula Tourism Marketing Council is writing to express our support of marketing funding for the Alaska Travel Industry Association (ATIA). By supporting ATIA, you are supporting small businesses on The Kenai.

Tourism is economic development for The Kenai. Tourism provides tax revenues for the region as a whole which helps support our communities. Tourism encourages entrepreneurship, and provides many opportunities to begin new businesses focusing on services and activities. Each new business creates jobs - a critical component of a sustained economy.

ATIA is critical to the efforts of our organization to bring the message of The Kenai to our visitors. Please support small business by doing the following 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] at the \$9 million level in the FY10 operating budget. This will be matched with \$2.7 million in private-sector funds, including funding from KPTMC.
- Pass the HB 167 legislation 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 at least \$20 million. Let this tax credit help us to grow small businesses in Alaska.
- Measure the results of Alaska's tourism marketing reinvestment. Appropriate \$850,000 in the FY10 capital budget to fund the Alaska Visitor Statistics Program, an economic impact study.

Thank you for your tireless efforts in Juneau and especially for your support of this important legislation. I will be in Juneau on April 1 and look forward to seeing you then.

Best Regards,

Shanon Hamrick
Executive Director
Kenai Peninsula Tourism Marketing Council

KENAI PENINSULA TOURISM MARKETING COUNCIL

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