



CALL TO ACTION

Support Tourism - Support Jobs - Support San Diego

**Monday, February 25, 2013
2:00 p.m.**

City Hall (202 C Street 12th Floor, San Diego 92101)

Join your fellow San Diegans to request that the City of San Diego honor the approved agreement with the TMD Corporation by signing the contract and releasing the Tourism Market District (TMD) funds. This money is solely dedicated to advertising San Diego as a tourist destination to the rest of the world. The TMD was created to relieve the City from funding these activities through the Transient Occupancy Tax (TOT) so they could use those funds for police, fire and other city supported services. Thousands of our friends and neighbors work in the hotel, restaurant, hospitality and tourism industries and the related small businesses. It's time to support these jobs, and the millions of dollars in economic and tax benefits they bring to the San Diego region, by supporting the TMD and releasing the funds.

This is a jobs issue – 13 percent of San Diego County jobs are related to tourism. 97 percent of San Diego businesses have less than 50 employees. Many of these small businesses depend on tourism...restaurants, retail, visitor-serving amenities, tourist attractions, museums, etc.

San Diego depends on these tax dollars – the City is already facing a \$40 million deficit. With 7 percent of general fund monies coming directly from tourism tax dollars through the TOT, the City stands to lose even more revenue, likely resulting in lost services to the public.

Competitive Disadvantage – other cities are actively marketing to the rest of the country for these precious visitors and their tourism dollars; however, because of this contractual issue, the San Diego Tourism Authority just canceled a \$5 million marketing campaign, which couldn't come at a worse time as we head into the peak tourist season.

Attend the City Council hearing and contact the Mayor and City Council in advance to let them know how important tourism is to you and why they should continue to support the TMD!