

# DMO LETTER TO THE EDITOR TEMPLATE

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[DATE]

[Editor/Recipient Organization]

[Editor/Recipient Name]

[Editor/Recipient Address]

## **America's Recovery is Tied To Destination Marketing. Congress Must Act Now.**

Dear [Editor/Recipient],

Travel and tourism are an integral part of the [your city/state] economy, representing more than [x number of businesses] and [x number of workers].

The coronavirus pandemic has brought the industry to a standstill—and along with it the funding source for devastated destination marketing organizations (DMOs) like [your organization], which rely on revenue from tourism that is nonexistent right now. The work of DMOs creates the demand that brings visitors to fill restaurants, shops, attractions, lodging and meeting and convention facilities. If we cannot survive this crisis to help bring travel customers back to [city/state/region], workers and small businesses will be imperiled long after the worst of the pandemic has passed, effectively extinguishing America's prospects for an economic recovery.

To ensure DMOs can sustain themselves to the eventual recovery phase, Congress must expand eligibility for the Small Business Administration's Paycheck Protection Program (PPP) to include non-profit or quasi-governmental organizations, as most DMOs are categorized.

Sincerely,