

U.S. TRAVEL ASSOCIATION*

The Honorable Mitch McConnell

Majority Leader
United States Senate
Washington, DC 20510

The Honorable Nancy Pelosi

Speaker of the House of Representatives
United States House of Representatives
Washington, DC 20510

The Honorable Charles Schumer

Minority Leader
United States Senate
Washington, DC 20510

The Honorable Kevin McCarthy

Minority Leader
United States House of Representatives
Washington, DC 20510

April 8, 2020

Dear Leader McConnell, Leader Schumer, Speaker Pelosi, and Leader McCarthy:

Thank you for your leadership in enacting the Coronavirus Aid, Relief and Economic Security (CARES) Act. While the CARES Act is a start, it is critical to provide relief to sectors of the travel industry that were not adequately covered under the Act—particularly for 501(c) organizations and local travel-related quasi-governmental organizations, which are the engines of the travel economy. We are asking that you prioritize these businesses and amend the CARES Act quickly to ensure that all 501(c) organizations are eligible under the Paycheck Protection Program (PPP) and receive adequate relief in the next coronavirus relief package being discussed now.

The travel industry provides 15.8 million jobs across the country, fuels \$1.1 trillion in traveler spending and generates \$2.6 trillion in economic output annually. Destination Marketing Organizations (DMOs), conventions and visitors' bureaus and state tourism offices are some of the primary drivers of these economic benefits, enhancing brand awareness and promoting sales and marketing efforts both domestically and internationally that inspire travel. Many of these statewide and regional DMOs are small, 501(c)(6) or 501(c)(4), nonprofit organizations that provide marketing and critical economic support for both the travel industry and the communities they serve. Their efforts drive customers to local small businesses and supports local jobs—placing them at the forefront of economic development for communities nationwide. Their work will be especially critical when we look toward recovery from the coronavirus pandemic.

As of now, DMOs and other 501(c) (4) and (6) nonprofits and local travel-related quasi governmental organizations are ineligible for much of the relief offered in the CARES Act, most notably the loan forgiveness available under the PPP. Without access to this program, DMOs across the country—which are among the hardest hit by the significant declines in travel spending—are being forced to lay off thousands of employees, which will only lengthen our country's recovery from this crisis. As civic-oriented nonprofits, it will be difficult for them to qualify for other types of SBA loans, and this will only reduce what they can reinvest back into their community's economic recovery. Without these DMOs, recovery will inevitably take a much longer time. We must secure the immediate relief they so desperately need to ensure they can continue to deliver for our communities.

Without additional assistance, millions more workers across the country will be impacted by these layoffs. We know you are working around the clock, as we all are, to support the travel workforce and businesses who are among the most severely impacted by the crisis. We are grateful for your continued support of our industry and urge you to act quickly to rectify this issue for all DMOs of all structures.

Signed,

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Director
Alabama Black Belt Adventures Association

Tami Reist
President
Alabama Mountain Lakes Tourist Association

Patti A. Culp, CAE
President & CEO
Alabama Travel Council

Kale Mortensen
Executive Director
Alamosa Convention & Visitors Bureau

Rashelle Beasley
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Melissa Haines
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Ron Price
President & CEO
Arlington CVB

Debbie Braun
President & CEO
Aspen Chamber Resort Association

Michelle Mason
President and CEO
Association Forum

Teresa Todd
President
Athens Limestone County Tourism

Cookie Smoak
President
ATL Airport District CVB

William Pate
President and CEO
Atlanta Convention and Visitors Bureau

John Wild
President
Auburn-Opelika Tourism

Cort Carlson
Executive Director
Aurora Area Convention and Visitors Bureau

Alf Anderson
Executive Director
Bar Harbor Chamber of Commerce

Brandi Beasley
Executive Director
Barboursville CVB

Timothy Ishman
Director
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Brandon Kelley
Managing Director
Bella Vista Advertising and Promotions Commission

Julie Wagner
CEO
Beverly Hills Conference & Visitors Bureau

Jerry Preston
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Birch Run Area Convention and Visitors Bureau

Diane Bausman
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Blackhawk Waterways CVB

Jessica Willi
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Bonnie Carlson
President & CEO
Bloomington Convention & Visitors Bureau

Tracy Brown
Executive Director
Blowing Rock, NC TDA

Barbara Green
CEO
Blue Mountain Resort

Tubby Kubik
Executive Director
Blue Ridge Parkway Association

Philip Bates
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Carrie Westergard
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Boise Convention & Visitors Bureau

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Cadillac Area Visitors Bureau

Carrie Stansbury
Executive Director
Cajun Coast Visitors & Convention Bureau

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Central Montana Tourism

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Chattanooga Tourism Co.

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Gina Speckman
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Chicago's North Shore CVB

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Choose Chicago

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Scott White
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Greater Palm Springs Convention & Visitors Bureau

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Holly Lofton
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Lindsborg Convention and Visitors Bureau

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Main Street Eufaula, Inc.

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Mammoth Lakes Tourism

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GM / Owner
Mayor's Mansion Inn

Joni Regnier
CVB Director
McPherson Convention & Visitors Bureau

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Kevin Kane
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Palm Coast and the Flagler Beaches

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Caitlin Holland
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Sioux Falls Convention & Visitors Bureau

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Sir Goony Golf of Chattanooga Inc.

Angie Waiss
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Skamania County Chamber of Commerce

Nathan Rafferty
President & CEO
Ski Utah

Jim Epperson
Executive Director
SoIN Tourism (Clark-Floyd Counties, Indiana)

Johnny Smith
CEO/President
Songbirds

Claudia Vecchio
President/CEO
Sonoma County Tourism

Stratton Tingle
Executive Director
SoundCorps

Louise Bishop
President
South County Tourism Council

Speros A. Batistatos, FCDME
President and Chief Executive Officer
South Shore (IN) Convention & Visitors Authority

Monica Smith
President & CEO
Southeast Tourism Society

Lynda LeVan
Executive Director
Southern Lit Alliance

Sarah Bannon
Executive Director
Southwest Montana

Melissa Arnold
Executive Director
Spencer County Visitors Bureau, Inc.

Scott Dahl
Director
Springfield Convention & Visitors Bureau

Kathleen M Ratcliffe
President
St Louis Convention & Visitors Commission

Richard Goldman
President & CEO
St. Augustine, Ponte Vedra & The Beaches Visitors &
Convention Bureau

Lora Brown
Executive Director
St. Ignace Visitors Bureau

Becky Davis
Executive Director
Statesboro Convention & Visitors Bureau

Kevin Costello
President
Steuben County Conference and Visitors Bureau

Blair McGary
Executive Director
Summit Chamber of Commerce

Pat Bernshausen
Tourism Coordinator / DMO
Surry County, Virginia

Andrew J. Miller
Executive Director
Susquehanna River Valley Visitors Bureau

Larry S Parks
Chairman, CEO
T U Parks Construction Co.

Gena McPhail
Director of Tourism
Tahlequah Tourism

Karolyn Kirchgesler
Chief Executive Officer
Team San Jose

W Keith Sanford
President and CEO
Tennessee Aquarium

Jim Mejias
Tourism & Media Relations
The Dalles Area Chamber of Commerce

Angela Wilson
President/CEO
The Greater Muskogee Area Chamber of Commerce & Tourism

Jules Downum
Director
The Pop-up Project

Brian McCartin
President & CEO
The Tempe Tourism Office

Rebecca Maffei
Director
Tioga County Tourism

Larisa Draves
Administrator
Tourism Industry Coalition of MI

Paulette Lombardi-Fries
President
Travel Costa Mesa

Kari Westlund
President & CEO
Travel Lane County

Susan Estler
Executive Director
Travel Marquette

Danna Stroud
Executive Director
Travel Paso

Jeff Miller
President and CEO
Travel Portland

Liz Bittner
President & CEO
Travel South USA

Trevor Tkach
President / CEO
Traverse City Tourism

Jessica Waldo
Executive Director
Tucker County Convention and Visitors Bureau

Laura Meadows
Executive Director
Upshur County Convention and Visitors Bureau

Roger Dow
President and CEO
U.S. Travel Association

Mike Bowman
President
Valley Forge Tourism and Convention Board

Maryl Purvis
Director
Van Buren A&P Commission

Brian Tucker
Executive Director
Ventura County Lodging Association

Laura Beth Strickland
Executive Director
Vicksburg Convention and Visitors Bureau

Shyla Beam
Executive Director
Vincennes/Knox County VTB

Rita McClenny
CEO
Virginia Tourism Corporation

Mitch Patel
President & CEO
Vision Hospitality Group, Inc.

Tania Armenta
President & CEO
Visit Albuquerque

Jay Burress
CEO
Visit Anaheim

Julie Saupe
President & CEO
Visit Anchorage

Pam Crain
Director
VISIT Ark City

Bruce Dalton
President/CEO
Visit Aurora, CO

Tom Noonan
President/CEO
Visit Austin

Al Hutchinson
President and CEO
Visit Baltimore

Susan M. Smith
CEO
Visit Bastrop

Paul Arrigo
President/CEO
Visit Baton Rouge

Brad M. Jones
Executive Director
Visit Bellevue WA

Kalene Griffith
President
Visit Bentonville and Bentonville Advertising and Promotion
Commission

Barbara Hillman
President & CEO
Visit Berkeley

Michael Perry
Interim CEO
Visit Big Bear

Candace Carr Strauss
CEO
Visit Big Sky

Alex Tyson
Executive Director
Visit Billings (Montana)

Judi Hess
Director
Visit Binghamton

Michael McAfee
Executive Director
Visit Bloomington

Katie Goenner
President
Visit Brainerd

Sara Copping
Executive Director
Visit Buena Park

Patrick Kaler
President & CEO
Visit Buffalo Niagara

David Peterson
Executive Director
Visit Carson City

Jayne DeLuce
President & CEO
Visit Champaign County

Amanda Wilkin
Executive Director
Visit Charlevoix

Josiah Jones
Executive Director
Visit Clearfield County

Samantha Kudrick
Tourism Director
Visit Coffeyville

Doug Price
President & CEO
Visit Colorado Springs

Nancy Luke Carpenter
CEO
Visit Columbus Mississippi

Christy Burns
Executive Director
Visit Corinth

Christina Rehkla
Executive Director
Visit Corvallis

Jonny Westom
President
Visit Dana Point

Stephen Byrne
Executive Director
Visit Delco, PA

Richard W. Scharf
President & CEO
VISIT DENVER

Aaron McCreight
President & CEO
Visit Dothan

Kevin Manley
Executive Director
Visit Dubois County

Anna Tanski
President/CEO
Visit Duluth

Jennifer Seaton
Director
Visit Edmond

James T. Wood
President & CEO
Visit Evansville

Barry H. Biggar, CDME
President/CEO
Visit Fairfax

Stephanie Busiahn
Executive Director
Visit Fairmont, Minnesota

Joe Gagliardi
CEO/President
Visit Folsom

Robert L. Jameson
President and CEO
Visit Fort Worth

Ellie Westman Chin
President & CEO
Visit Franklin, TN

John Fieseler
Executive Director
Visit Frederick

Kristal Painter
Executive Director
Visit French Lick West Baden

Jane Howard
Executive Director
Visit Gilroy

Elizabeth Fogarty
Director
Visit Grand Junction

Andrew Schmidt
President and CEO
Visit Greenville NC

Brenda Myers
President / CEO
Visit Hamilton County

Mary Smith
President & CEO
Visit Hershey & Harrisburg

Ashley Huckaby May
Director
Visit Hood River

Amanda Hof
Executive Director
Visit Howard County, Maryland

Kelly Miller
President & CEO
Visit Huntington Beach

Beth Javens
Executive Director
Visit Issaquah

Lisa M. Rager
Executive Director
Visit Johnstown (PA)

Jason Fulvi
President & CEO
Visit KC

Jo Wade
President/CEO
Visit Lafayette-West Lafayette

Ashley Johnson, CDME
President & CEO
Visit Laguna Beach

Kyle Edmiston
President/CEO
Visit Lake Charles

Maureen Riedy
President
Visit Lake County

Janet Falotico
Executive Director
Visit Lawrence County

Justin Gifford
Executive Director
Visit Lenawee

Michelle Peters
President/CEO
Visit Lewis Clark Valley

Nancy Rezac
Executive Director
Visit Longmont

Theodore B. Wampole, Jr
Executive Director
Visit Luzerne County

Gary Wheat
President/CEO
Visit Macon, Inc.

Tawana Thomas
Executive Director
Visit Madison

Cassi Weiss
Director
Visit Marshall

Jaki Berggren
Executive Director
Visit McHenry County

Jamie Null
Director
Visit Mercer County CVB

Peggy Mazyck
President/CEO
Visit Mercer County PA

Marc J. Garcia
President and CEO
Visit Mesa

Peggy Williams-Smith
President and CEO
VISIT Milwaukee

David Clark
President & CEO
Visit Mobile

Heather Shirk
Executive Director
Visit Montgomery County Indiana

Kelly Groff, CDME
President & CEO
Visit Montgomery MD

Krista Rupp
Executive Director
Visit Morgan Hill

Robert M. Lukens
Director
Visit Muskegon

Linsey Gallagher
President & CEO
Visit Napa Valley

Gary Sherwin
President & Chief Executive Officer
Visit Newport Beach

Wit Tuttell
Director
Visit North Carolina

Eric C. Wagner
President & CEO
Visit Oak Park

Mark Everton
CEO
Visit Oakland

Leslee Gaul
CEO
Visit Oceanside

Sara Toliver
President & CEO
Visit Ogden

Keith Backsen
Executive Director
Visit Omaha

Jeanne Goldschmidt
Executive Director
Visit Pasadena

Darien Schaefer
President & CEO
Visit Pensacola

Jeff Guaracino
President & CEO
VISIT PHILADELPHIA

Steve Moore
President/CEO
Visit Phoenix

Kari Mobley
Executive Director
Visit Posey County, Inc.

Colleen Hanson
Executive Director
Visit Potter-Tioga

Dave Herrell
President and CEO
Visit Quad Cities

Don Jeffries
President & CEO
Visit Rochester

J. R. Shaw
Executive Director
Visit Rogers

Andy Williams
Executive Director
Visit Roswell, Georgia

Mike Testa
Chief Executive Officer
Visit Sacramento

Terry Mattson
President & CEO
Visit Saint Paul

Casandra Matej
President & CEO
Visit San Antonio

Kathy Janega-Dykes
President & CEO
Visit Santa Barbara

Margaret Ivy
CEO
Visit Santa Cruz County

Misti Kerns
President & CEO
Visit Santa Monica

Brad Calkins
Executive Director
Visit Santa Rosa

Shelby Sim
President / CEO
Visit Santa Ynez Valley

Joseph Marinelli
President
Visit Savannah

Tom Norwalk
President & CEO
Visit Seattle

Chuck Davison
President & CEO
Visit SLO CAL

Rob DeCleene
Executive Director
Visit South Bend Mishawaka

Brenda Maas
Executive Marketing Director
Visit Southeast Montana

Lisa Strader
Executive Director
Visit Southern WV

Meg Winchester
President & CEO
Visit Spokane

Steve Hayes
President & CEO
Visit St. Pete/Clearwater

Wes Rhea
CEO
Visit Stockton

Danny Liedka
President & CEO
Visit Syracuse

Santiago C. Corrada
President/CEO
Visit Tampa Bay

Kimberly Adams
President & CEO
Visit Temecula Valley

Nick Wolda
President
Visit The Woodlands

Michael Novakovich
President & CEO
Visit Tri-Cities

Tracy Farhad
President & CEO
Visit Tri-Valley

Brent DeRaad
President & CEO
Visit Tucson

Michael Browne
President & CEO
Visit Vallejo CA

Cliff Myers
President & CEO
Visit Vancouver USA

Marlyss Auster
President/CEO
Visit Ventura

Landon C. Howard
President
Visit Virginia's Blue Ridge

Christine Flohr
Executive Director
Visit Wabash County

Daylan Gibbard
Director
Visit Walla Walla

Tom Kiely
President & CEO
Visit West Hollywood

Susie Santo
President and CEO
Visit Wichita

Vicki Cimino
Chief Executive Officer
Visit Williamsburg

Pat Mutter
Executive Director
Visit Winona

Rhonda Salisbury
CEO
Visit Yosemite | Madera County

John Oliver
President/CEO
VisitErie

Mary Quinn Ramer
President
VisitLEX

David Blandford and Shiloh Burgess
Co-Chairs
Washington Tourism Alliance

Wright Tilley
Executive Director
Watauga County Tourism Development Authority

Christine Worth
Director
Wayne County Tourism

Valerie Earl
Executive Director
Wellington Area Chamber of Commerce/CVB

Summer Rose
Operations Coordinator
West Columbia Gorge Chamber & Visitor Center

Georgia Turner
Executive Director
West Volusia Tourism

Charyl Reardon
President
White Mountains Recreation Association

Dylan Boyle
Executive Director
Whitefish Convention and Visitors Bureau (Explore Whitefish)

Beth Fischer
Executive Director
Willmar Lakes Area Convention & Visitors Bureau

Sarah Werner
CEO
Winfield Area Chamber of Commerce/Winfield Convention and
Tourism

John Cooper
President & CEO
Yakima Valley Tourism

Mary Vilbon
Executive Director
Yarmouth Chamber of Commerce

Jessica L. Bacher
President and CEO
Yates County Chamber of Commerce

Robin Hoover
Executive Director
Yellowstone Country Montana, Inc.

Jonathan Farrington
Executive Director/CEO
Yosemite Mariposa County Tourism Bureau

Linda Morgan
Executive Director
Yuma Visitors Bureau

Identical Letter Sent to:

The Honorable Marco Rubio
The Honorable Ben Cardin
The Honorable Nydia Velazquez
The Honorable Steve Chabot