

U.S. TRAVEL ASSOCIATION*

President Donald J. Trump

The President
The White House
1600 Pennsylvania Avenue, N.W.
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The Honorable Mitch McConnell

Majority Leader
United States Senate
Washington, DC 20510

The Honorable Charles Schumer

Minority Leader
United States Senate
Washington, DC 20510

The Honorable Steven Terner Mnuchin

Secretary
U.S. Department of Treasury
Washington, D.C. 20220

The Honorable Nancy Pelosi

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

The Honorable Kevin McCarthy

Minority Leader
United States House of Representatives
Washington, DC 20510

July 17, 2020

Dear President Trump, Secretary Mnuchin, Leader McConnell, Leader Schumer, Speaker Pelosi, and Leader McCarthy:

Thank you for your efforts to modify the Paycheck Protection Program (PPP) so that it works for the small travel businesses and employees who are struggling to survive this economic downturn. We strongly encourage you to make sure that any legislation to amend the PPP also expands the program's eligibility to include destination marketing organizations (DMOs) of all sizes and structures, which are small business champions and the economic engines of the travel industry. Importantly, if there is a transition to another small enterprise relief program, DMOs will first need access to the PPP.

Our country's DMOs, convention and visitors bureaus (CVBs) and state tourism offices are classified as 501(c) nonprofits or quasi-governmental organizations, which are currently ineligible for the PPP—and most notably the loan forgiveness the program offers—under the CARES Act. They remain ineligible following the most recent PPP funding agreement. As civic-oriented nonprofits, it is even more difficult for them to qualify for other types of SBA loans, denying them the capital they need to keep hard-working Americans employed. A staggering 58% of DMOs have had to lay off or furlough some of their staff and 38% of all DMO travel workers are now out of work. Any shuttering of these organizations jeopardizes the very work that will be integral to our nation's recovery efforts.

DMOs, CVBs and state tourism offices are some of the primary drivers of economic benefits in our communities and the entire United States. It is their efforts that drive customers to local small businesses and support local jobs—placing them at the forefront of economic development for communities nationwide. It is their work that will help restore travel and power America's recovery efforts.

The travel industry has been disproportionately harmed by the economic slowdown caused by COVID-19. Travel-related job losses have surpassed 8 million at its lowest point in May, representing 38% of all jobs losses. The unemployment rate in the travel industry is 51%, which is more than twice the highest unemployment rate during the worst year of the Great Depression. This year, travel spending is expected to decline \$505 billion, representing \$1.2 billion in economic loss—10 times the impact of 9/11. Simply put, the travel industry cannot recover from the greatest economic crisis in our lifetimes without the important work of DMOs. DMOs will promote the businesses and attractions that have safely reopened, provide travelers with information about how to travel safely and keep themselves and our communities healthy during their stay.

Unfortunately, DMOs have seen their funding all but dry up due to the crisis, as most rely on travel-related tax revenues for funding. Unless they can access the payroll and business expense support provided by the PPP, many DMOs will close their doors for good. It must be emphasized that allowing all 501(c) and quasi-governmental DMOs—regardless of size, structure or revenue—access to the PPP will have a positive and powerful ripple effect across the entire country. Therefore, we respectfully and urgently request that any legislation to amend the PPP includes expanded eligibility for all 501(c) and quasi-governmental DMOs so these organizations can secure the critical relief they need to be in the best position to help rebuild our country.

Signed,

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Akron/Summit Convention & Visitors Bureau

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Alabama Black Belt Adventures Association

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President
Alabama Mountain Lakes Tourist Association

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Cajun Coast Visitors & Convention Bureau

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Holly Lofton
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Lindsborg Convention and Visitors Bureau

Judy Hulterstum
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Palm Coast and the Flagler Beaches

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William Malone
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Red Lodge Area Chamber of Commerce/CVB

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President & CEO Reno Tahoe

Matthew P Lewis
Executive Director
Richmond Convention & Visitors Bureau

Jack Berry
President & CEO
Richmond Region Tourism

Chris Chapman
President & CEO
Ridgeland Tourism Commission

Hilary Lewkowitz
Marketing Director
Ridgway Area Chamber of Commerce

Joe Ward
President
Rochester Minnesota CVB and Mayo Civic Center

John Groh
President/CEO
Rockford Area Convention & Visitors Bureau

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Director
Rooks County Economic Development

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Roseville Visitors Association

Joe Terzi
President & Chief Executive Officer
San Diego Tourism Authority

Joe D'Alessandro
President and CEO
San Francisco Travel Association

Deborah Hoskinson
Executive Director
San Juan Islands Visitors Bureau

John Hutar
President & CEO
San Mateo County/Silicon Valley CVB

Denise Dever
Executive Director
Sandwich Chamber of Commerce

Glenn Morris
President & CEO
Santa Maria Valley Chamber of Commerce & Visitors Bureau

Misti Kerns
President/CEO
Santa Monica Travel and Tourism

Peach Morrison
Executive Director
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Executive Director
See Plymouth

Bill Chapin
Chairman and CEO
See Rock City, Inc.

Sheryl Smedley
Executive Director
Selma and Dallas County Chamber of Commerce and Tourism
Information

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Seneca Highlands Association, DBA Allegheny National Forest
Visitors Bureau

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Sevier County Tourism Department

Angela Whitcomb
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Shaner Hotel Group

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Shelby County Tourism & Visitors Bureau

Donna Price
Director
Sherman County Convention & Visitors Bureau

Caitlin Holland
President
Shoals Chamber of Commerce

Stacy A. Brown
President & CEO
Shreveport-Bossier Convention & Tourist Bureau

Bill Vander Weele
Executive Director
Sidney Chamber of Commerce and Convention Visitors Bureau

Teri Schmidt
Executive Director
Sioux Falls Convention & Visitors Bureau

Earl Magrath
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Sir Goony Golf of Chattanooga Inc.

Judy Trego
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Sisters Area Chamber of Commerce and Sisters Country DMO/
Visitor Center

Angie Waiss
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Skamania County Chamber of Commerce

Nathan Rafferty
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Ski Utah

Donna Bailey-Taylor
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SoIN Tourism (Clark-Floyd Counties, Indiana)

Johnny Smith
CEO/President
Songbirds

Claudia Vecchio
President/CEO
Sonoma County Tourism

Tim Zahner
Executive Director
Sonoma Valley Visitors Bureau

Stratton Tingle
Executive Director
SoundCorps

Louise Bishop
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South County Tourism Council

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Secretary
South Dakota Department of Tourism

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South Shore (IN) Convention & Visitors Authority

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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

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St. Ignace Visitors Bureau

Becky Davis
Executive Director
Statesboro Convention & Visitors Bureau

Kevin Costello
President
Steuben County Conference and Visitors Bureau

Sara Brish
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Stevens Point Area Convention & Visitors Bureau

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Executive Director
Summit Chamber of Commerce

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Susquehanna River Valley Visitors Bureau

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CEO
T U Parks Construction Co.

Gena McPhail
Director of Tourism
Tahlequah Tourism

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Acting President & CEO
Talbot County Chamber of Commerce

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COO & Interim CEO
Team San Jose

W Keith Sanford
President and CEO
Tennessee Aquarium

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President & CEO
Texas Travel Alliance

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Tourism & Media Relations
The Dalles Area Chamber of Commerce

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The Greater Muskogee Area Chamber of Commerce & Tourism

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The Happy Valley (PA) Adventure Bureau

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The Pop-up Project

Brian McCartin
President & CEO
The Tempe Tourism Office

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Tioga County Tourism

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Town of Pahrump Tourism Department (Visit Pahrump)

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Kari Westlund
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Susan Estler
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Travel Marquette

Danna Stroud
Executive Director
Travel Paso

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President and CEO
Travel Portland

Liz Bittner
President & CEO
Travel South USA

Dean Burke
President & CEO
Travel Tacoma - Mt. Rainier; Tourism & Sports

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U.S. Travel Association

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Vernon Parish Tourism Commission

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Vicksburg Convention and Visitors Bureau

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President/CEO
Visit Aurora, CO

Tom Noonan
President/CEO
Visit Austin

Al Hutchinson
President and CEO
Visit Baltimore

Susan M. Smith
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Visit Bastrop

Paul Arrigo
President/CEO
Visit Baton Rouge

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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
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Sara Copping
Executive Director
Visit Buena Park

Patrick Kaler
President & CEO
Visit Buffalo Niagara

David Peterson
Executive Director
Visit Carson City

Jayne DeLuce
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Visit Champaign County

Amanda Wilkin
Executive Director
Visit Charlevoix

Josiah Jones
Executive Director
Visit Clearfield County

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Visit Coffeyville

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President & CEO
Visit Colorado Springs

Peter F. Bowden
President & CEO
Visit Columbus GA

Nancy Luke Carpenter
CEO
Visit Columbus Mississippi

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President & CEO
Visit Concord CA

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Visit Corinth

Christina Rehlau
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VisitDallas

Jonny Westom
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Visit Dana Point

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Executive Director
Visit Delco, PA

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VISIT DENVER

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President & CEO
Visit Dothan

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Visit Dubois County

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Visit Duluth

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Visit Durango Colorado

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Visit Edmond

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Visit Folsom

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Visit Fort Collins

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Visit Fort Worth

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Visit French Lick West Baden

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Visit Greenville NC

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Visit Hamilton County

Marlo Dorsey
Executive Director
Visit Hattiesburg

Mary Smith
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Visit Hershey & Harrisburg

Ashley Huckaby May
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Visit Hood River

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Visit Howard County, Maryland

Kelly Miller
President & CEO
Visit Huntington Beach

Leonard Hoops
President & CEO
Visit Indy

Beth Javens
Executive Director
Visit Issaquah

Rickey L. Thigpen
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Visit Jackson

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Visit Johnstown (PA)

Jason Fulvi
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Visit KC

Jo Wade
President/CEO
Visit Lafayette-West Lafayette

Ashley Johnson, CDME
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Visit Laguna Beach

Kyle Edmiston
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Visit Lake Charles

Maureen Riedy
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Visit Lake County

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Visit Lawrence County

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Executive Director
Visit Lenawee

Michelle Peters
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Visit Lewis Clark Valley

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Visit McHenry County

Jamie Null
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Visit Mercer County CVB

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Visit Mercer County PA

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Visit Mesa

Peggy Williams-Smith
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VISIT Milwaukee

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Visit Muskegon

Linsey Gallagher
President & CEO
Visit Napa Valley

Gary Sherwin
President & Chief Executive Officer
Visit Newport Beach

Wit Tuttell
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Visit North Carolina

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Visit Oak Park

Mark Everton
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Visit Oakland

Leslee Gaul
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Visit Oceanside

Sara Toliver
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Visit Ogden

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Visit Omaha

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Visit Orlando

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Visit Overland Park

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Visit Pasadena

Darien Schaefer
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Visit Pensacola

Jeff Guaracino
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VISIT PHILADELPHIA

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Visit Potter-Tioga

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Visit Quad Cities

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President & CEO
Visit Rochester

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Visit Rogers

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Executive Director
Visit Roswell, Georgia

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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

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Joseph Marinelli
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Visit Savannah

Tom Norwalk
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Visit Seattle

Chuck Davison
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Visit SLO CAL

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President & CEO
Visit Spokane

Steve Hayes
President & CEO
Visit St. Pete/Clearwater

Cristy Morrison
President & CEO
Visit Stillwater

Wes Rhea
CEO
Visit Stockton

Danny Liedka
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Visit Syracuse

Santiago C. Corrada
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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

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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
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VisitLEX

David Blandford and Shiloh Burgess
Co-Chairs
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Phillip S. Smith
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Warren County Convention & Visitors Bureau

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Summer Rose
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Georgia Turner
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West Volusia Tourism

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Charyl Reardon
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Willmar Lakes Area Convention & Visitors Bureau

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