

# Advocacy Letter Opposing HB 4148

Protecting Tourism Promotion Funds for Economic Vitality

Dear Esteemed Legislators, Policymakers, and Chamber Members,

## Introduction

I am writing on behalf of our Chamber and the greater community to urge your opposition to HB 4148. This legislation threatens to divert Transient Lodging Tax funds away from their dedicated purpose—tourism promotion. I respectfully ask that you join us in protecting these vital resources to ensure the ongoing prosperity of our local economies.

## Economic Importance of Tourism Promotion Funds

Tourism promotion is more than attracting visitors—it is a cornerstone of economic development, especially in rural and coastal areas. These funds directly support thousands of local jobs, empower small businesses, and sustain the vitality that makes our communities unique. By investing in tourism, we create opportunities for entrepreneurs, help families thrive, and reinforce the fabric of our towns and cities.

## Consequences of Diverting Funds

Diverting Transient Lodging Tax funds away from tourism promotion would lead to a decline in visitor demand and weaken our local economies. Fewer visitors mean less revenue for businesses, reduced employment, and diminished support for community programs. The ripple effect is particularly pronounced in rural and coastal regions, where tourism dollars are often the lifeblood of economic activity. Maintaining the current allocation is essential to preserve our momentum and ensure a sustainable future for everyone.

## Call to Action

I urge you to champion the continued allocation of tourism promotion funds, resisting efforts to divert them for other purposes. Collective action is crucial—by uniting our voices, we can safeguard the resources that keep our communities vibrant and resilient. Please stand with us and advocate for the economic well-being of our region.

## Conclusion

Thank you for your steadfast support of the Chamber and our shared vision for a thriving community. Your leadership and commitment make a meaningful difference. Together, we can continue to build a sustainable, prosperous future for all.

With sincere appreciation,

Sandy “Sandman” Klein