**Sample Letter: Business to Legislators**

Dear Representative \_\_\_\_ (or) Senator \_\_\_\_:

As (title) at (business) in (city), I write to you in support of Kentucky’s tourism industry and to share some important information in regard to the prospect of tax reform.

The tourism industry has a significant impact on Kentucky, in fact, tourism is the third largest generator of revenue in the state. The impact of the automotive and healthcare industries may be more visual, but I assure you, the tourism industry is just as imperative to our state and local economies. Tourism’s $15 billion contribution is of huge importance to Kentucky’s economic engine as are the 196,000 jobs our industry supports and the $1.57 billion in local and state tax revenue generated by tourism.

The tourism industry is a premier economic generator on both a state level and on home plate. Visitors from outside (city) and Kentucky are a vital part of our business’ success. Our visitors do not arrive here by accident or strictly due to our own marketing. We count on our local tourism commission (or) convention & visitors bureau to advertise, advocate and communicate for our community’s attractions, hotels, restaurants, retail and other assets that make our community appealing to the traveling public. Without the work performed by the tourism commission (or) convention & visitor’s bureau, I fear that our business would suffer greatly.

Businesses throughout Kentucky rely on their local tourism organizations who in turn rely on funding from local and state hotel room taxes and in some small communities, a restaurant tax. These taxes should be preserved and not be reduced, re-directed or re-purposed.

With tax reform a possibility this year, I am sure there will be very tough decisions to be made. I just wanted to remind you of tourism’s value and the taxes that contribute to that value.

Sincerely

Jay Doe