



April 16, 2020

The Honorable Karen Fann  
The Honorable Rusty Bowers  
1700 W. Washington  
Phoenix, AZ 85007

Dear President Fann and Speaker Bowers:

Thank you for your leadership during this healthcare and economic crisis. As you are aware, Arizona's tourism industry has been particularly hard hit. Frankly, the toll of the COVID-19 outbreak has been nothing short of devastating.

We are very enthusiastic and excited about the direction announced in your April 14 news conference, tasking Sandra Watson and Deborah Johnson to initiate conversations that will help the state, and our industry in particular, commence recovery.

One of the legislative items that would have a significant contribution to that recovery is Senator Tyler Pace's SB 1335. That legislation would enable the industry, in collaboration with county and municipal governments, to establish Tourism Marketing Authorities (TMAs).

TMAs would empower the visitor industry to create necessary revenue for tourism marketing and promotion – and only for marketing and promotion, as capital expenditures are specifically prohibited in the bill – through a per room, per night assessment by participating hotels.

The bill has already passed the Senate by an overwhelming bipartisan margin. All of the necessary language adjustments were made in the Senate Finance Committee, so the bill is now clean in the House. There was no stakeholder opposition recorded or articulated.

The bill was scheduled to be heard in the House Commerce Committee on March 24, and we were confident that it would have passed. (Parenthetically, Chairman Weninger told our lobbyist, Barry Aarons, that he would have no problem allowing the bill to be withdrawn from his committee so that it could move quickly through the Rules Committee and floor action.) There are no amendments needed for the bill to move forward.

As is to be expected with this crisis, our destination marketing organizations' funding mechanisms for promotional activities will be woefully lacking over the next six to 12 months. As the state considers various strategies to reinvigorate Arizona's economy, SB 1335 would enable us to develop our own funding, a move that would go a long way in securing our industry's future.

As you decide how to proceed with the current legislative session, when you do reconvene, we implore you to please include SB 1335 in your plans. It may be one of the most important recovery bills you enact.

And, of course, we remain available to assist you in any way we can in the coming months to lead us back to prosperity.

Very truly yours,



Brent DeRaad  
President & CEO, Visit Tucson



Steve Moore  
President & CEO, Visit Phoenix



Marc Garcia  
President & CEO, Visit Mesa



Rachel Sacco  
President & CEO, Experience Scottsdale



Kim Sabow  
President & CEO, Arizona Lodging and Tourism Association

Enclosure (1): Endorsement page of SB1335

CC: Senator Tyler Pace, Arizona State Senator, LD25

Representative Jeff Weninger, Arizona State Representative, LD17

Wendy Baldo, Chief of Staff, Arizona State Senate

Melissa Taylor, Deputy Chief of Staff, Arizona State Senate

Michael Hunter, Chief of Staff, Arizona State House of Representatives

# Arizona Senate Bill 1335—2020 Legislative Session

## Tourism Marketing Authorities – Public-Private Partnership

Updated: March 4, 2020

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### Strong Industry Support

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