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## DRAFT TOURISM RESOLUTION 2007

Whereas, Tourism is the second largest industry in the State generating over \$37 billion in revenue per year and supports over 500,000 jobs, and

Whereas, the Tourism industry's larger contribution to the quality of life for NJ's citizens is felt everyday by both individual and corporate residents, and

Whereas, Tourism is a driving force in generating revenue to the State budget through, fees and taxes paid, in a large part, by non residents, and

Whereas, those fees and taxes inure to the benefit of every citizen in the State, and

Whereas, competition from other out of state destinations and attractions are ever increasing, and

Whereas, there is indisputable evidence of the relationship between revenue spent in promoting tourism through advertising and marketing and the success of a tourism destination, and

Whereas, NJ ranks in the bottom of money dedicated to marketing the State's Tourism industry as compared to other states and even some local destinations, and

Whereas, the Tourism industry, through the establishment of an occupancy tax on each room night spent in the State's lodging properties, is currently self funding not only the advertising and promotion activities of the State's Tourism Office but also the arts and history grants programs, and

Whereas the State has seen fit to dedicate that revenue to tourism advertising in promotion in the establishment of the occupancy tax, and

Whereas, last year's budget drastically reduced that amount, therefore

Be it resolved that \_\_\_\_\_ supports the restoration of the original amount dedicated to Tourism advertising and promotion as evidenced in the FY 2005 State Budget of \$12.25 million, and further

Be it resolved that the increase over the proposed FY 2008 amount of \$2 million dollar's be dedicated to funding regional Destination Marketing Organizations as established through industry standard practices for operation.

Given this day by

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