

Dear Members,

The County Council will soon be reviewing 900+ public comments to the San Juan Islands Destination Management Plan. There were very few comments received from the business community, while there were many comments received against destination marketing.

We would like to submit the following letter on behalf of you, our members, to the County Council, for the public record, with your support. Please read the letter below, then press **REPLY** to let us know you support the letter, and please include your name and business name for a list of signers, by **NOON, July 2**. Thank you!!

*Dear County Council,*

*My business/non-profit is proud to be a member of the San Juan Islands Visitors Bureau. Their year-round destination marketing and stewardship messaging is very important to sustaining my business/non-profit, year over year, and especially in light of the negative ferry news since last year. Visitor numbers and dollars have been down since last summer. Visitor dollars are necessary to my business/non-profit, and we would not be able to survive on residents alone.*

*I support lodging tax funds dedicated to the San Juan Islands Visitors Bureau for their branding, website, social media, visitor brochure, media outreach, advertising, and important stewardship initiatives focused on visitor education. Their "umbrella" marketing allows the San Juans -- and island businesses/non-profits -- to be competitive with surrounding destinations and retain market share. Most island businesses/non-profits have limited to no funds to devote to marketing off-island.*

*My business/non-profit supports cooperative strategic planning between the County and Visitors Bureau to help ensure that tourism is both economically and environmentally sustainable within our island communities. The tourism industry is currently the County's "bread and butter," and the Visitors Bureau helps keep small businesses like restaurants and retail shops open for all to enjoy.*

*Sincerely,*

*Names of businesses listed here*

Visitors Bureau Contact Information

(360) 378-9551 ext. 1 or [info@visitsanjuans.com](mailto:info@visitsanjuans.com)

