

Dear _____,

I would like to begin by thanking you for your leadership, your guidance and all of your hard work during one of the most unprecedented and challenging times in recent history.

I am writing to you today on behalf of the travel and tourism industry, and **specifically on behalf of U.S.-based destination marketing organizations (DMOs) such as sports commissions, chambers of commerce and convention and visitors bureaus**. While we are thankful for the swift action you took to provide relief for some sectors of the tourism industry affected by the COVID-19 pandemic (such as hotels, airlines and small businesses in the tourism industry), the actual economic drivers – the companies that actually lobby to bring tourism to cities – are ineligible for PPP funding.

Without these organizations, the restaurants, hotels and airlines, as well as numerous small businesses that depend on an influx of tourism, can and will fail. **Sports commissions, CVBs, chambers of commerce and other DMOs are the engine that will drive recovery in cities across the nation**. It is these organizations that market their cities in order to bring conventions, sports tournaments and other events to towns; these events may be as large as group play in the FIFA World Cup or as small as a youth baseball classic – but they bring in people who stay in hotels, eat in restaurants and shop in stores. **Giving money to hotels and restaurants while cutting these marketing organizations out of the program is the equivalent of making a promise to cities that can't be kept.**

Most destination marketing organizations like those mentioned above are small, 501(c)(6), 501(c)(4), or quasi-governmental organizations that are dependent on tourism revenues for their operating budgets. With the precipitous drop in travel and tourism, DMOs have been required to severely limit or freeze operations and lay off countless employees, yet to date, they have been left out of PPP eligibility.

The coronavirus has affected all sectors of the U.S. economy, but it has had a disproportionately harsh impact on tourism. In fact, more than half of the 15.8 million travel-related jobs in the U.S. have been lost since the outbreak of the COVID-19 pandemic. The actions you take now will have a significant impact on the speed and sustainability of economic recovery everywhere.

As you work to draft additional legislation to strengthen America's response to the pandemic, **I urge you to support the entire travel and tourism industry by including destination marketing organizations (DMOs) as eligible entities for federal support** since they currently have no way of accessing PPP funding.

The travel and tourism industry is a major economic driver but it can't and won't be able to work without the organizations I have mentioned. **The PPP is not, as it stands, a one-size-fits-all prescription for recovery**. We respectfully urge you to join your colleagues who have already committed to include relief for destination organizations by amending the CARES Act to extend eligibility in the PPP and other provisions to 501(c)6 organizations, and to help these organizations directly in the next round of legislation that you are considering.

Thank you for time, for your consideration of this request and all the hard work you have put forward thus far. Please do not hesitate to contact me personally if you would like me to provide you with additional information on this matter.

Sincerely,