

Kask, Bobbie

From: PAUL O ROBERTSON <porobertson@sbcglobal.net>
Sent: Thursday, February 21, 2013 11:42 AM
To: AppropriationTestimony
Cc: Rep. Larson, Timothy
Subject: Statewide Tourism Marketing Support

To whom it may concern:

The legislature/committee should continue to support the Governor's recommended budget which has allocated \$15 million per year for Statewide Tourism Marketing for the next two years budget. I would like to support the efforts of the Governor's commitment to tourism.

Job growth in the leisure and hospitality sector has consistently outperformed the majority of other industry sectors in Connecticut during 2012 demonstrating its job creation success.

Tourism benefits all 169 towns in Connecticut
1,500 attractions, lodging establishments, restaurants, museums, galleries, theaters, historic sites, entertainment, casinos, state parks, marinas
4,000 community festivals, fairs, concerts, special events
Small businesses such as retail stores, gas stations, pharmacies, dry cleaners

The launched of the new business development advertising & national public relations campaign
Championed new statewide marketing Connecticut Convention & Sports Bureau
Re-instituted core tourism marketing functions dropped during the 2-year \$1.00 funding period

Unlike virtually all other government-funded programs, tourism is a revenue generator, not a cost to taxpayers

Warmest regards

Paul

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