

# VISIT NEW HAVEN

**Testimony of Barbara Malmberg, Director of Marketing for Visit New Haven in support of H.B. 5576  
Sustainable Tourism Funding to the Commerce Committee  
March 14, 2016**

Dear Sen. Joan Hartley, Rep. Chris Perone, and members of the Commerce Committee,

I SUPPORT Bill H.B. No. 5576 to provide dedicated tourism marketing funding, which supports the continuous growth of Connecticut jobs, provides quality of life/community, and generates an ongoing revenue stream for Connecticut's many needed programs through industry taxes.

Connecticut's occupancy tax is currently directed into the general fund. The legislature determines the amount to be allocated to tourism marketing. We are proposing that a percentage of the occupancy tax currently being collected, be directly allocated to tourism marketing with the balance then going to the general fund. This account would be performance based through annual occupancy tax collections.

Why dedicated tourism marketing funding works for Connecticut:

#### **TOURISM BRINGS AN ONGOING REVENUE STREAM TO CT!**

- Occupancy tax collections **increased by \$11 million** from \$105,663,996 in FY 2014 to \$116,281,201 in FY 2015. This is an essential revenue stream, not expenditure. *Source: CT Dept. of Revenue, FY 2014-2015 Annual Report, www.ct.gov/drs*
- With a 15% state occupancy tax, the lodging industry financially supports many of the Connecticut's programs beyond tourism marketing.

#### **GROWS JOBS IN CONNECTICUT!**

- The hospitality and leisure supersector is made up of two parts: the arts, entertainment, and recreation sector, and the accommodation and food services sector.
- As of Dec. 2015, 159,100 jobs are in this supersector, over the 155,000 jobs in 2014. This supersector grows CT jobs year over year, with **20,600 jobs added** since the beginning of the recession in 2008. *Source: CT Dep. of Labor, www.ctdol.state.ct.us*

**FACTS:** The current amount of employees in CT's hospitality and leisure supersector...

- would fill UCONN's Rentschler Football Field FOUR times!
- is larger than the total population of Bridgeport, CT's largest city!
- is equal to the amount of higher education students in the entire state of CT!

#### **SUPPORTS CT COMMUNITIES AND SMALL BUSINESSES**

- Quality of life in Connecticut is rated among the best in the United States. Our cultural, historic and entertainment attracts people and businesses to live and work in the state.
- The tourism sector offers CT resident's opportunities for self-employment and small business.

I ask you today to support dedicated tourism marketing funding so we can maximize the economic impact of travel and tourism in Connecticut. Tourism is an essential economic driver for the well-being and future of Connecticut.

Thank you for your time, effort and your support for a better Connecticut.

Sincerely,

  
Barbara Malmberg  
Director of Marketing

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