

Business Advocacy Position

RESOLUTION of SUPPORT – Tourism Promotion Funding

(Endorsement: Advocacy Committee)

WHEREAS legislation supporting increased tourism funding is being sponsored and co-sponsored by a majority of the York County delegation;

WHEREAS the legislation is enabling legislation, allowing the county the option to increase the funding. Furthermore, the increase is enacted locally by a vote of the county commissioners in applicable counties, including York;

WHEREAS the proposal increases the funding mechanism for promotion of and support of York County tourism via a county hotel room tax increase from 3 percent to a maximum of 5 percent;

WHEREAS if counties choose to enact the optional increase to promote the vibrancy of the community, the revenue will be collected and distributed as currently provided in the law - the revenue is collected by the county and distributed to the local visitors' bureau, which is required to spend it for tourism purposes;

WHEREAS while not adopting a formal resolution in the past, the York County Economic Alliance has historically been largely supportive of such a manner of increasing tourism promotion funding;

WHEREAS neighboring counties have used the increase to their advantage and with success,

WHEREAS York County's tax on lodging stands at the maximum allowable rate of three percent, generating about \$1.5 million; an increase up to five percent if enacted, generating about \$2.6 million for York County;

THEREFORE, IT IS HEREBY RESOLVED that the York County Economic Alliance supports the authorization of local control to increase the hotel tax in York County from 3 to 5 percent as an opportunity to increase awareness and tourism;

IT IS HEREBY FURTHER RESOLVED that the York County Economic Alliance respectfully directs this Resolution to the attention of the Pennsylvania House of Representatives and the Pennsylvania Senate and to work for the support thereof.