

(Attachment 1)

[DRAFT]

**Resolution of the
Arlington Economic Development Commission
In support of
Renewed Tourism Promotion Funding
January 11, 2011**

WHEREAS Arlington County imposes a Transient Occupancy Tax (TOT) of 5.25 percent on hotel guests for the occupancy of any room or space occupied for 30 days or less; AND

WHEREAS beginning January 1, 1991 and ending January 1, 2012, 0.25 percent of TOT revenues collected shall be designated and spent for the purpose of promoting tourism and business travel in the County through the Arlington Convention and Visitors Service (ACVS), subject to legislative approval by the Virginia General Assembly every three years; AND

WHEREAS Arlington County's annual TOT revenues have increased 38 percent – nearly \$5.7 million dollars – from January 1, 2003 to December 31, 2009; AND

WHEREAS Arlington is one of Virginia's top two destinations for economic impact, generating more than \$2.5 billion in spending in 2008; AND

WHEREAS the Arlington Chamber states that the business community benefits tremendously from tourism and fully supports continued investment in promoting Arlington to potential visitors; AND

WHEREAS the Arlington Convention and Visitors Service (ACVS) brands and promotes Arlington to differentiate it from regional competitors and, through advertising, promotions, trade events and visitor-services initiatives, focuses on driving bookings to Arlington's 41 hotels and increasing visitor spending at local businesses; AND

WHEREAS a comprehensive 2008 study by Randall Travel Marketing confirms that ACVS applies current destination-marketing best practices to attract meeting, convention and leisure travelers to Arlington hotels and to stimulate increased discretionary spending on shopping, meals and attractions.

THEREFORE BE IT RESOLVED that the Arlington Economic Development Commission fully supports Arlington County's 2011 Virginia General Assembly legislative priority to renew the County's 0.25 percent Transient Occupancy Tax surcharge which expires January 1, 2012, and has funded Arlington's destination marketing program for nearly 20 years.