



May 26, 2023

Board of Supervisors
168 West Alisal Street
Salinas, Ca 93901

Dear Chair Alejo and members of the Board of Supervisors,

Hospitality is the second largest industry in Monterey County and the largest industry on the Monterey Peninsula. It is the engine that drives our economy, providing roughly 25,000 jobs, along with contributing millions of dollars each year to the County budget in the form of TOT and sales tax. Those dollars fund a variety of social programs and services for our residents, while also helping to fund infrastructure upgrades and maintenance.

Supporting this powerful industry by helping to fund the marketing efforts of the Monterey County Convention and Visitors Bureau raises the quality of life of our residents. Funding the MCCVB is an investment, not an expense, as there is a return on that investment. We see that return in the form of increased TOT and sales tax revenues.

Last year, our Supervisors placed a temporary cap on the amount of TOT revenues used to fund the MCCVB through the DSA formula. This was put in place as a way to recoup funds borrowed from the cannabis budget that were used to help fund much-needed upgrades at Laguna Seca Raceway. TOT revenues have exceeded projections since the cap was put in place. Because revenues have increased beyond what was borrowed from cannabis, we respectfully urge the Board of Supervisors to remove the cap, restoring the DSA funding, which in turn benefits our hospitality workforce and our residents.

Thank you very much.

A handwritten signature in black ink, appearing to read "Rick Aldinger".

Rick Aldinger
Board Chair
Monterey County Hospitality Association