

Lori Stelzer

From: Robert Daniels
Sent: Friday, January 20, 2017 5:02 PM
To: Heather Taylor; Lori Stelzer
Cc: Robert Daniels
Subject: Fwd: Venice Tourists Tax Dollars
Attachments: The_Rise_and_Fall_of_Colorado_Tourism.pdf

Please make copies for council for next Tuesday's meeting.
Any question call me.

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----- Forwarded message -----

From: "Virginia Haley" <VHaley@visitsarasota.org>
Date: Fri, Jan 20, 2017 at 1:37 PM -0500
Subject: RE: Venice Tourists Tax Dollars
To: "Robert Daniels" <RDaniels@Venicegov.com>

I have Doreen helping to put together the TDT expenditures to Venice on the city allocations for beaches. If you look at the overall TDT collected from the City of Venice from FY 2012 through FY 2016, it amounts to \$6.4 million for those 5 years which represents about 7% of the total TDT collections. In terms of the VSC marketing and advertising budgets for FY 2012-FY 2016, the total is \$26 million and of that approximately \$19 million would be for advertising, promotional and sales efforts which all include Venice as part of our overall program.

But here is the reality. There is no way to stop tourism in Venice short of putting barricades on every road, waterway and air space leading into Venice. You cannot shut down the existing hotels without a "taking" of private property.

Furthermore, there are two excellent case studies, one of a city very much like Venice, and one of a state that shows an important lesson. In the case of Sausalito, CA, just across the Bay from San Francisco, in the early 1980's they were a quaint, high quality, artsy destination with very high end retail shops and art galleries in their downtown. However, after several years of complaints from locals, Sausalito ended their tourism promotions. Much to the dismay of the residents, this drastic move made issues even worse for Sausalito. Instead of the high quality, strong spending visitors who used to visit Sausalito, they had the same number of people but they were day trippers who dropped few dollars in the community. Soon they lost their high end shops and galleries which were slowly replaced by ice cream and cheap souvenir shops. Today Sausalito is overwhelmed by day tripping cyclists who overwhelm the city. And where did the money go - to Petaluma, Sonoma and other nearby destinations that lured those dollars away.

I am attaching a story about the State of Colorado which ended its tourism promotions with devastating results for the state's economy.

-----Original Message-----

From: Robert Daniels [mailto:RDaniels@Venicegov.com]
Sent: Saturday, January 14, 2017 5:12 PM
To: Virginia Haley

Subject: Re: Venice Tourists Tax Dollars

Thanks

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On Sat, Jan 14, 2017 at 5:06 PM -0500, "Virginia Haley" > wrote:

Will do.

Sent from my iPhone

On Jan 14, 2017, at 4:56 PM, Robert Daniels > wrote:

Questions:

- city shuts down tourism ?
- 1) what would happen to the tourists taxes collected in Venice, if the
 - 2) how has been collected in the last 5 years and spent on Venice?

Any help you can provide to these questions will be appreciated.
Thanks Bob

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