

Dear American Rescue Plan Committee:

Thank you for allowing me to address the Metro Council Budget Committee yesterday. To follow up my on my comments I wanted to stress the importance of why our request of \$5,682,500 is so important. Following a record decade expansion, nearly every facet of the hospitality infrastructure was revitalized. Enter a global pandemic. Louisville had a convention-packed calendar and leisure events expected to bring \$3.5 Billion in economic impact to the city and support nearly **60,000 jobs**. As events canceled, hotels and attractions closed and many restaurants shuttered, the hospitality industry **furloughed 75% of the workforce**. With reopening, to capture out-of-market dollars, re-grow small business and return people to work, Louisville must actively market to visitors. The execution of this aggressive leisure travel recovery marketing plan will immediately drive economic results in Louisville. The competition will be fierce we need to be out in the market in the next 30 days to be affective and to see our return on investment as outlined in our proposal.

For the proposed \$5,682,500 leisure advertising campaign submitted, we estimate that the campaign over the next 12 months will bring in 608,400 overnight visitors for an estimated economic impact of \$168,086,318.40.

Thank you for your consideration.

Best,
Karen Williams