



# City of Bandon

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*Bandon by the Sea*

<b>CITY COUNCIL PUBLIC COMMENTS</b>	<b>DATE: 2-05-2024</b>
<b>SUBJECT: TRANSIENT OCCUPANCY TAX</b>	<b>ITEM NO: 7.1</b>

## **BACKGROUND:**

The City of Bandon offers citizens the ability to comment on municipal issues not already on the agenda. The following is a letter written in support of the Bandon Chamber of Commerce to continue receiving Transient Occupancy Tax (TOT) revenues from the City of Bandon.

## **FISCAL IMPACT:**

None

## **RECOMMENDATION:**

Informational

## **SUBMITTED BY:**

**Denise Russell on behalf of June Hinojosa, City Recorder**

DATE: January 25, 2024  
TO: Bandon City Council and Bandon City Manager  
RE: Support for Utilizing Travel Occupancy Tax to Boost Bandon Marketing and Promotion  
FROM: Windermere on the Beach

I am writing to express my strong support for the current contract and initiative utilizing the travel occupancy tax for the marketing and promotion of our small town through the Bandon Chamber of Commerce. As a resident and business manager in our community, I understand the importance of attracting visitors to our town. Tourism not only enhances the local economy but also contributes to the overall vitality and cultural richness of our area. The use of the travel occupancy tax to fund their marketing and promotional efforts aligns perfectly with these goals. The Bandon Chamber of Commerce has been instrumental in fostering a sense of community and promoting local businesses. This is evident by the year over year increase in visitors to Bandon. By continuing to allocate resources from the travel occupancy tax to their marketing initiatives, we can amplify our town's visibility, drawing more visitors to explore the unique offerings and experiences it provides.

Effective marketing and promotion require financial support, and the travel occupancy tax offers a sustainable and fair mechanism to fund these efforts. Visitors who stay in our local accommodations directly contribute to the economic growth of our community, and it's fitting that a portion of the tax they pay is reinvested into promoting the very town they are visiting. The Chamber reports the usage of these dollars to both the Lodging Industry Association and to the City Council with reports that keeps us informed and our input is valued.

In conclusion, I urge you to continue to support the current contract/proposal to allocate travel occupancy tax funds to the Chamber of Commerce for marketing and promotional activities. This investment has a positive impact on our local economy, businesses, and overall community well-being. Taking more funds to put into the general fund is important, but we feel that the taxes our customers pay need to be reinvested as they are today, with the Bandon Chamber TLT marketing plan. To create side plans/proposals dilutes all marketing and we have less chance of capturing the tourist dollars, and they are incredibly important this year, with the economy and workforce shortage and inflation, our voice needs to be one.

Thank you for your time and consideration.

Sincerely,



Carol Domme  
General Manager  
Windermere on the Beach  
3250 Beach Loop Drive SW  
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