

Orozco, Norma

From: Michael Jiang <MIANG@BESTWESTERN-OC.COM>
Sent: Wednesday, October 07, 2020 2:31 PM
To: eComment
Subject: The proposed SAMTD

Michael Jiang
President Hotel Investment LLC
Best Western Plus Orange County Airport North
2700 Hotel Terrace Drive
Santa Ana, CA 92705

Clerk Of the Council Office
20 Civic Center Plaza
Santa Ana, CA 92702

RE: Levy of An Assessment on Certain Lodging Businesses within the SATMD

To Whom It May Concern:

I am the owner of a lodging business, specifically, a hotel in the City of Santa Ana that operates 148 guest rooms. I would like to protest the SATMD assessment for the following reasons:

1. The entire hotel industry in California has suffered significantly due to the impact of the novel virus Covid-19. My property alone has lost more than 50% of its business revenue because people are no longer choosing to travel. Regular patrons no longer visit for business or leisure such as going to Disneyland (which remains closed due to the pandemic) and beaches (which only reopened recently). We do not forecast the hotel industry being able to recover for another few years as the pandemic continues.
2. The City of Santa Ana is located in central Orange County where federal, state, and city government and legal departments operate. Some visitors of the Santa Ana area visit to handle official matters with the different levels of government entities and businesses. Aside from DTSA and official businesses, there are not many points of interest to solicit travelers to stay at lodging businesses in Santa Ana compared to neighboring cities such as Anaheim with Disneyland and beach cities.
3. The City of Santa Ana collected 11% from 9% visitors tax for more than a decade because the City needed additional funds to repave Hotel Terrace Drive and take over maintenance from the Hotel Terrace Association. However, 10 years have passed and the street is filled with indecent activities due to homeless vagrants. They litter and trash the street, as well as inside and around private property with their belongings as well as their feces. They damage, steal, and sleep on hotel property, bother regular guests, and scare away potential customers. On most days, Hotel Terrace Drive looks like an abandoned area filled with garbage, drug dealing, prostitution, and homeless people. The current situation requires help and improvement for the hotels that line the streets to continue operating.

We have been struggling to survive since March 2020 (losing hundreds of thousands of dollars), holding onto hope in order to make it through the Covid-19 pandemic and reduce the ill effects on the hospitality and tourism business that the homeless have on our street. Without relief and support from the government and others, hotels are and will close their doors one after the other very soon. Please stop the establishment of the SATMD and the levy of assessments on lodging businesses in this city.

Michael Jiang
Owner of Best Western Plus Orange County Airport North
(714) 432-8888
mjiang@bestwestern-oc.com

Orozco, Norma

From: Dave Elliott <delliott@santaanachamber.com>
Sent: Tuesday, November 17, 2020 8:55 AM
To: eComment
Subject: Agenda Item 75 B Santa Ana Tourism Marketing District

On behalf of the Santa Ana Chamber of Commerce Board of Directors and the Economic Development Council of the Chamber will endorse and support the formation of the tourism Marketing District. The district will support tourism and marketing of our hotels and the City as an economic development boost. We need this new program.

It is also noteworthy that our top six revenue producing hotel general managers have all agreed to serve on the board of directors of the district if approved. They are self assessing and participating.

Again we ask for your support of the new Tourism Marketing District to be launched in January 2021 with your positive support.

Respectfully Submitted

David L. Elliott
President/CEO
Santa Ana Chamber of Commerce

Sent from [Mail](#) for Windows 10

November 17, 2020

The Honorable Miguel Pulido
Mayor
City of Santa Ana
20 Civic Center Plaza
Santa Ana, CA 92701

RE: OCBC Support for Santa Ana Tourism Marketing District

Dear Mayor Pulido and Councilmembers,

Orange County Business Council (OCBC), the leading voice of business in Orange County, is proud to support the formation of the Santa Ana Tourism Marketing District (SATMD).

Now more than ever, Orange County's tourism industry needs support from local governments to help businesses thrive again. The proposed SATMD would provide a stable funding source for valuable marketing efforts encouraging people to visit Santa Ana, increasing occupancy and room rates for lodging businesses at a critical time.

In 2018, tourism generated over 50 million visitors, accounting for \$13 billion in spending, and directly employing over 179,000 jobs in Orange County. Since this time last year, Orange County has lost 75,400 leisure and hospitality jobs. Santa Ana and its numerous destinations have a critical role to play in the rebounding of this vital industry after the devastating impacts of the COVID-19 pandemic. On average, destinations increased their tourism funding by 192 percent after the formation of a tourism district. The establishment of the SATMD promotes Santa Ana as an even more desirable location for overnight visits.

OCBC recognizes how significant tourism is in supporting Orange County's workforce and quality of life. While COVID-19 has decimated many businesses who depend on tourism, the SATMD would be a step in the right direction with clear benefits for hotel owners, cities, destinations and the overall local economy.

OCBC respectfully requests the City Council approve the formation of the SATMD.

Sincerely,



Jennifer Ward
Senior Vice President of Advocacy & Government Affairs

cc: Councilmembers, City of Santa Ana