

Communication from Public

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Comments for Public Posting: While the program seeks to collect assessments from hotels of 50 or more beds and to promote those businesses through the program's marketing efforts, the impact of this effort could very well be to put smaller hotels at great disadvantage for not being part of a city-enabled promotion program. Other websites may include those smaller hotels, but this one will not. It seems unfair. Smaller establishments likely would be unable to pay the levels of assessments that this program proposes. No doubt those paying the assessments would not be willing to pay to include those who pay nothing. However, there should be a mechanism that would allow for smaller establishments that meet certain standards to be included on a list provided through the program's website -- at the very least. Smaller venues may not be appropriate for promotion to convention audiences, but having a website listing that includes only the larger hotels will be off-putting to many tourists who prefer to stay at smaller places. Another consideration: some travelers may seek a lower priced option which the smaller hotels may offer. This program does not appear to have been evaluated for its negative impact on smaller hotels or for its failure to address the needs of all types of tourists seeking a range of cost alternatives and hotel settings.