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March 31, 2017

The Honorable Charles Perry
Texas Senate
P.O. Box 12068
Austin, Texas 78711

The Honorable John Frullo
Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

The Honorable Dustin Burrows
Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Dear Senator Perry and Representatives Frullo and Burrows,

On behalf of the Lubbock Chamber's 2,000 member businesses, I'd like to share our support of the efforts to designate a portion of Lubbock's Hotel Occupancy Tax to the creation of a Civic Center Hotel. We believe this project is critical to strengthening Lubbock's draw for tourism as well as boosting the local economy.

Today, Lubbock welcomes an average of 289 large-scale meetings or conventions each year, but that number could be dramatically increased with a full service hotel connected to the Civic Center. Meeting planners, for their own convenience and that of the attendees, want the entire event to be held in one location. For this reason, Lubbock isn't even considered for many large conventions simply because of our lack of facility accommodations.

A Civic Center Hotel, however, would put Lubbock in play. We already have the other features meeting planners most commonly look for, including a remarkable visitor's bureau to support each event.

While Lubbock currently has a growing hospitality industry, today only one other hotel can compete for conventions, and even it does not have the capacity to accommodate large-scale, multi-day events. Coincidentally, the other property was also built through a similar public-private partnership.

Connecting a hotel to the Civic Center is an investment that will help to ensure our community remains prosperous for the years to come.

Additionally, this type of legislation is not unprecedented. Fifteen cities across the state have already benefitted from similar bills that allowed them to reinvest the money spent by visitors directly into economy-boosting projects.



With your support, the Civic Center Hotel could transform Lubbock's attraction for tourism and help to reinvigorate our economy without raising taxes for local residents. I hope you will encourage your Colleagues to vote in favor of Senate Bill 797 and House Bill 1680.

Thank you for your service to the community and to the State of Texas.

Sincerely,



Diannah Tatum
Chairwoman