

To Mendocino County,

I operate a short term rental business in Point Arena, CA and I protest against resolution 20-125. This proposal will do far more to discourage tourism by increasing taxes than it will do to promote it by expanding marketing. This proposal is old fashioned tax-and-spend-government and it will not work.

The County does not have the expertise or ability to conduct an effective marketing campaign. Almost all travel planning is done online and via social media, and the County does not have a successful or engaging online presence. On the other hand, raising the TOT will definitely discourage tourism as nothing is worse for business than raising prices without adding value.

Ben Duggan
Point Arena, CA