

Dear Supervisors,

The Point Arena Lighthouse Keepers, Inc. (PALKI) is aware that you are considering imposing a 1% BID tax on transient lodging establishments within the Point Area city limits. PALKI owns and operates the historic Point Arena Light Station #496 which is celebrating its 150th anniversary of lighting the way on the coast in 2020. We are located in unincorporated Mendocino County and have been paying the BID tax since its inception. We completely support this program and feel we benefit from the inclusion of the Light Station in Visit Mendocino's website and area publicity efforts.

We feel strongly that other lodging businesses in the City of Point Arena would benefit from the advantages afforded by the BID tax. Furthermore, they stand to lose business by not being included in Visit Mendocino' website to increase their visibility. There are many other vibrant, unique and interesting businesses in the city of Point Arena that might otherwise go unnoticed as well.

Point Arena Merchants Association (PAMA), of which we are a founding member, has worked tirelessly over the last 5 years to promote, publicize and entice people to visit Point Arena and its surrounding attractions. There are 66 businesses that are part of PAMA. Six of them are transient lodging establishments and at least four of them support the BID tax. PALKI realizes that the BID tax Ordinance is written to only be based on transient lodging businesses and to primarily benefit them by encouraging more visitation and overnight stays. The reality is that lodging is only one part of the business community. The benefits of this BID tax affects ALL businesses in Point Arena and would improve the health of the Point Arena business economy.

PALKI wants the Board of Supervisors to know that it strongly supports expanding the BID Tax to the City of Point Arena transient lodging establishments- We feel it will benefit all local businesses, not just lodging. PALKI thanks you for considering our position in your deliberations.

Sincerely,

Point Arena Lighthouse Keepers, Inc.

Mark D. Hancock