



Hampton Inn Petaluma
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Adrian Vasquez
General Manager
Hampton Inn Petaluma
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Petaluma, CA 94952

Members of the Petaluma City Council
11 English St.
Petaluma, CA 94952

Dear Honorable Members of the City Council,

I serve as the Treasurer for the Petaluma Lodging Association and I am writing this letter in support of renewing the Petaluma Tourism Improvement District (PTID) for the next 10 years. I feel that it is necessary for the hoteliers to have a voice and a vehicle to share ideas and strategize collectively to achieve our individual goals. The Petaluma Visitors Program is a tremendous marketing resource to help promote our historic property and provides opportunities to partner with other businesses to give our guests a one-of-a-kind experience.

Tourism in general has suffered greatly over the past several years, and we have had our own unique challenges. Our partnership with the City of Petaluma is extremely valuable and we appreciate programs like the Downtown Streets Team and the Graffiti Abatement Program. Having a forum to work collaboratively with my fellow hoteliers and other business professionals is paramount to our success. I ask that you please vote "yes" for the renewal of the PTID.

Sincerely,

Adrian Vasquez
General Manager
Hampton Inn Petaluma