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## San Francisco N/Petaluma KOA

*"Country Camping Near the City"*

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Pauline & Chris Wood

San Francisco North/Petaluma KOA

20 Rainsville Road

Petaluma, CA 94952

September 7, 2023

Members of the Petaluma City Council

11 English St.

Petaluma, CA 94952

Dear Honorable Members of the City Council,

My name is Pauline Wood, my husband and I own and operate the San Francisco North/Petaluma KOA. I am also a director of the Petaluma Lodging Association where I serve as Secretary and have served in that capacity since the inception of the Petaluma Tourism Improvement District (PTID) in 2018.

My request is to ask that you support renewing the Petaluma Tourism Improvement District (PTID) for the next 10 years. We are a family business spanning 3 generations and have been located in Petaluma for the last 50 years. The Petaluma KOA has been voted one of the top-rated camping and RV resorts in the nation and we are proud of the services we provide to our customers. Our family designed and built this exceptional camping resort so that loved ones could spend quality time together creating memories that last a lifetime. Our biggest reward is introducing our new guests to Petaluma who then return year after year.

Our industry over the last several years has been challenged more than ever as tourism has been plagued by wildfires and the pandemic. Through it all, we relied on The Petaluma Visitors Program as a vital resource for marketing, awareness, and implementing unique programs that attract overnight visitors on a regular basis. The PTID has been instrumental in supporting the lodging industry keeping Petaluma relevant and visible to overnight visitors who in turn bring in TOT and Sales Tax revenue.

We are an asset to the City of Petaluma and value our partnership. We ask that you please vote "yes" so that we can continue to reinvest in our city and be strong partners.

Sincerely,

Pauline & Chris Wood

San Francisco North / Petaluma KOA