



June 1, 2020

The Honorable Governor Newsom
1303 10th Street, Suite 1173
Sacramento, CA 95814

RE: Lifting restrictions on San Diego County lodging establishments and attractions

Dear Governor Newsom,

On behalf of the North San Diego Business Chamber I am writing to urge you to allow lodging establishments, attractions, and theme parks in San Diego County to resume modified operations for tourists and leisure travelers as soon as possible. Reopening these major tourist attractions is critical to the economic well-being of San Diego.

Since the State of California issued its emergency order in March, representatives from San Diego's attractions and lodging industries have spent thousands of hours consulting the public health experts and collaboratively developing new safety protocols. We strongly believe that the proposed guidelines they have shared with County of San Diego public health officials will enable these industries to safely operate in a way that preserves the gains made in the state's fight against the COVID-19 pandemic.

Lodging and attractions have a vast impact on the local economy by employing hundreds of thousands of residents and generating hundreds of millions in the Transient Occupancy Sales and Use Tax. The San Diego Tourism Authority estimates that countywide the visitor's industry contributed \$19.2 billion to San Diego's regional economy.

We are at a critical point in time for the reopening of these industries as we near their peak season. The San Diego Zoo and Safari Park have their busy season during June, July, and August. Because of their seasonality it is vital for lodging, attractions, and theme parks be allowed to open so they have a chance to generate business this summer. If this does not occur, we believe that the industry will retract which will take several years to recover from and potentially have devastating impacts on local governments.

We appreciate the challenges faced by the state. We truly believe that moving forward with the opening of these industries serves both the state's efforts to combat COVID-19 as well as ensure that California's economic recovery can be as swift as possible.

Respectfully,

Debra Rosen
President & CEO