

DECEMBER 10TH

KNOW YOUR BALLOT

Have you ever thought about how tourism impacts your day-to-day life?

- ✓ **It expands our local industries**
meaning increased business revenues and better quality of life.
- ✓ **It attracts world-renowned entertainment**
meaning more sporting events, concerts and attractions.
- ✓ **It improves our economy**
meaning more money for critical community needs like road projects and police cars.
- ✓ **It supports thousands of local jobs**
meaning more opportunities created right here at home.

Measures like the **Hotel Occupancy Tax** – which includes a 2% increase on hotel guests' nightly room rates – will help to strengthen and build tourism throughout East Baton Rouge Parish as we work together toward a brighter future. So before you vote on December 10th, think about what you want to see for the Baton Rouge community we all call home, and the role a vibrant tourism industry can play in helping make that happen.



**\$875
MILLION**

spent yearly by Baton Rouge visitors, **generating revenue** for local businesses



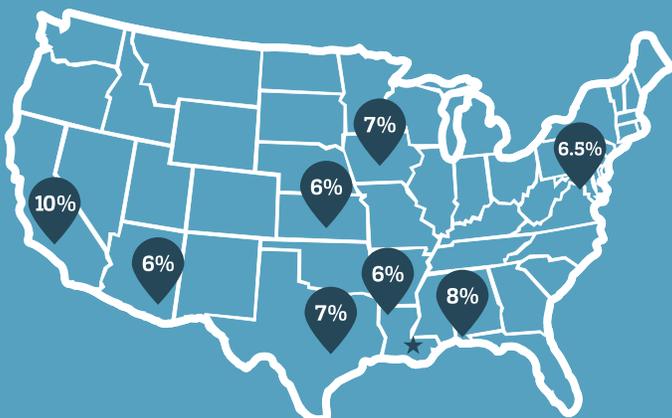
7,000

local jobs created directly and indirectly through tourism in Baton Rouge



**3.89
MILLION**

visitors come to Baton Rouge each year, including both professional and leisure travelers



At 4%, Baton Rouge's Hotel Occupancy Tax rate is currently below the national average.

With the funds generated by a 2% increase in the Hotel Occupancy Tax, Baton Rouge will be able to better compete for tourism. In the past, we have been passed up by entertainment opportunities, sporting events and conventions for other host cities – many of which have higher Hotel Occupancy Tax rates to attract bigger and better events. An increase in the Hotel Occupancy Tax can help change that.

Look for the **HOTEL OCCUPANCY TAX** on your ballot.
VOTE DECEMBER 10TH

Learn more about the details of the Hotel Occupancy Tax at www.visitbatonrouge.com/election

This information is provided for educational and informational purposes only and does not constitute an endorsement or opposition of this ballot measure on the part of Visit Baton Rouge.