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**Sent:** Wednesday, June 17, 2020 11:06 AM  
**To:** Michael Marcotte <[MMarcotte@leg.state.vt.us](mailto:MMarcotte@leg.state.vt.us)>  
**Subject:** Afternoon Mike

Morning Mike—sorry to be a pest but wanted to drop you a line after this am’s testimony. I understand your trepidation about approving marketing stimulus in an environment that is not particularly hospitable to destination marketing (we’re talking to the Governor tomorrow about the development of a plan to better understand what metrics are being used to set case-level benchmarks by county and working aggressively, and safely, to get them up), but I think the best course of action, and one I directly support both as someone running a business and as a marketer, is approving these marketing funds, in this phase and with the greatest amount of flexibility possible, rather than pushing to August.

The reality is that, these funds being available now gives VDTM the latitude to build a smart campaign with good creative, flexible and targeted ads and the ability to buy affordable media in a buying environment that is very amenable to making deals. By the time the creative is built and approved, the media negotiated, renegotiated and then purchased and then taken-to-market, it will be August. If we wait until then to approve and gain access to funding, we will miss the opportunity to market and sell late summer and fall and that is a burden that we in the tourism industry, and the lodging sector specifically, simply cannot bear at this point.

My strong hope and respectful suggestion is to propose to the legislature that VDTM be given immediate access to these marketing dollars with highest amount of flexibility possible.

I appreciate your considerations on this and, as always, your support.

Steve

Steve Wright  
President/General Manager  
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