

Increasing the Matching Grant Program will virtually pay for itself:

- ↪ Use taxes paid by new tourists/visitors
- ↪ Additional Sales Tax
- ↪ Increased state tax revenues

Investing in tourism marketing is the fastest way to create new jobs and economic activity.

- ↪ Heads in (existing) beds
- ↪ Poconos Mountains added an entire new season (Winter) when co-marketing with ski resorts.

Increased investment in the local tourism matching grant program will pay large and immediate dividends in 2005.

Each \$1 of state matching grant to TPAs is matched by \$2 or \$3 in local and private funding.

- ↪ Hotel tax revenue is important, but does not offset state Matching Grant program.

TPAs need an increase of at least 30% in the Matching Grant Program.

- ↪ Flat funding is actually reduced funding in terms of "buying power".
- ↪ Average advertising costs have increased 82.6% since 1994.
- ↪ Matching fund allocation has increased only 55% since 1994.