

DECEMBER 10<sup>TH</sup>

# 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 10<sup>th</sup>, 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



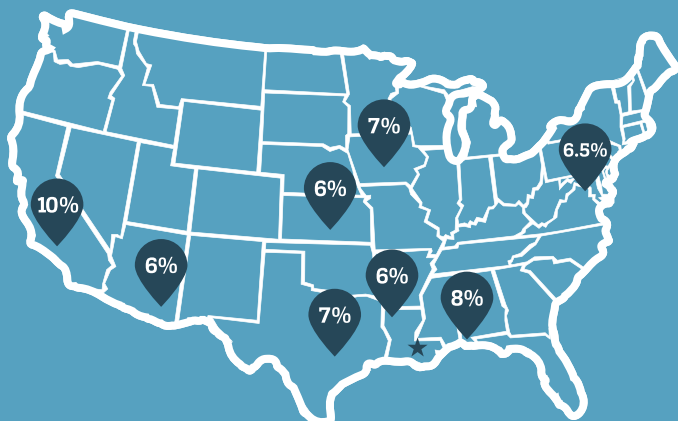
**7,000**

**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 10<sup>TH</sup>**

Learn more about the details of the Hotel Occupancy Tax at [www.visitbatonrouge.com/election](http://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.*