



To the Transient Guest Tax Committee,

On behalf of the Topeka Lodging Association (TLA), I submit this application for use of transient guest tax funds to select a site, design, build and eventually program a downtown public plaza/park.

The TLA counts as its members nearly all of the hotels and motels that collect the transient guest tax in Topeka. The taxes' fundamental purpose is to improve our economy by attracting additional conventions, conferences and tourists to Topeka.

We know there are many different and worthy projects proposed to receive tax money. All deserve community support.

But the TLA urges you to make your primary goal to fund projects that can demonstrate they can have a specific impact on increasing both the average daily rate (ADR) and the occupancy in our hotels and motels.

The TLA believes a downtown public plaza/park, as described in this application, provides the project most likely to achieve that goal of providing the greatest increases in both the ADR and occupancy rates in Topeka.

By funding this downtown public plaza/park, we believe this application shows the significant increases in both ADR and occupancy this project will bring. That will allow the transient guest tax receipts to increase dramatically to provide funding for other projects.

The TLA made this downtown public plaza/park the only project we have endorsed. We urge you to approve this application and fund this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Rodger Fry".

Rodger Fry
President
Topeka Lodging Association