

Thank you, Chairman Goss and Supervisors:

My name is Clint Koble, and I have been a lodging provider in Lake Almanor since 20213. I supported the TBID from the beginning, and I appreciate all the effort and hard work the Plumas County Tourism personnel have put into the TBID.

However, along with my 10 fellow property owners, I cannot support the TBID renewal for the following reasons:

- **I desire a county-wide tourism plan that unites us instead of one that divides us.**
- **A 10-year renewal is too long.**
- **Raising the tourism assessment from 2% to 3% is excessive.**
- **The TBID has been a difficult program to implement for the Tax Collector's staff and for lodging providers.**
- **After five years, we are still struggling with AirBnB audits, and we all know that many lodging providers aren't paying TOTs and the tourism assessment. I want but have to see any serious changes with non-compliance in the last 5 years.**
- **What would I like to see:**
- **Eliminate the TBID and charge an 11% TOT across the County for a term of 5 years.**
- **Put into writing that 2% of the TOTs be distributed to the PCT and other participating organizations that contribute much to our tourism industry.**
- **This approach would make it much easier to collect TOTs for the Tax Collector and lodging providers.**
- **By implementing this plan county-wide, it would bring more money into our tourism efforts.**
- **Implementing much stricter compliance measures would increase TOT revenues even more.**
- **I would like the 2% TOTs allocated to the PCT, the 4 Chambers, Plumas Arts, the Indian Valley Innovation HUB, and the Visitors Center that it shares with the Quincy Chamber, and money towards economic**

development and recreation infrastructure. It's been a dozen years since Plumas County has supported a Visitors Center and economic development.

- More specifically, I want to see a unified, holistic, and collective effort that empowers our businesses to connect with our visitors to sell a great experience. There's not much more you can sell than a great experience.
- In the last 11 months, without any signs entering every highway entering Quincy, without any financial support from Plumas County, and with little support from the PCT, we have seen over 18,000 people enter The Quincy HUB from 40 foreign countries and 48 states. They have purchased over \$60,000 worth of merchandise made from 67 product makers, of which 17 are from Indian Valley, that we sell with pride. This season, we saw many PCT hikers enter our facility, use our ADA shower, and catch a ride from our staff to buy hundreds of dollars of supplies from local businesses. And that's in our first year. The Innovation HUB has bigger plans for our second year that will enhance the tourist experience and sell more merchandise for our product makers. And don't forget the Outreach and assistance the Innovation HUB has done for the Dixie Fire For-Profit Grant and the 30 to 40 businesses that received our business and IT support.
- In closing, I want to say, "Enough already for the things that divide our nation, our state, and our county." It's time for a unified, shared, and collective vision that will empower us to get through the challenges ahead. Hopefully, your leadership can provide that.