



BY CHOICE HOTELS

February 8, 2012

Aaron Backman
Economic Development/
Marketing Manager
City of Ramsey

Aaron,

My name is Scott Davy. I am the new General Manager of the Comfort Suites in Ramsey, MN. I have been in the hotel industry for the past 15 years and most recently as the General Manager for two properties in Austin, MN. While in Austin, I served on the Board of Directors for the Austin Convention & Visitors Bureau (CVB).

As a GM, one of the key decisions that can significantly help the future of Comfort Suites is an investment in the local CVB. In this area of the Twin Cities that organization is Twin Cities Gateway CVB. It covers nine North Metro communities, including Anoka and Coon Rapids, and 22 hotel properties. All have joined to increase occupancy rates, enhance margins and to better market their communities and hotels.

Management and the ownership group of Comfort Suites of Ramsey hereby request that the City of Ramsey join the Twin Cities Gateway CVB. We also understand this entails approving a 3% lodging tax that would be paid by our customers. We understand the you have had a opportunity to discuss membership with the Steve Markuson, Director of Twin Cities Gateway and that he is supportive of Ramsey joining the CVB. We further understand that the CVB Board must also approve of the City joining.

Among the benefits for Comfort Suites would include no commissions paid regarding visitors with NSC events, interactive website, online calendar of events, advertising & sponsorship opportunities, etc. Among the benefits for the City would be a funding source for a local festival of your choice and a 5% admin fee on all lodging tax revenues generated in the City.

Best Regards,

Scott Davy
General Manager
Comfort Suites Ramsey