



August 27, 2024

Honorable Mayor Mark E. Kuzma  
City of Ramsey  
7550 Sunwood Drive NW  
Ramsey, MN 55303

As the President and CEO of the hotel management company that is managing the soon to open new Home2 Suites by Hilton in Ramsey, MN, we are in full support of the Twin Cities Gateway Visitors Bureau and the positive benefits that it will bring to the community.

With the Twin Cities Gateway Visitors Bureau mission of inspiring visitors to discover the vibrant area communities to enhance economic growth and vitality, this is exactly what as a hotel we are looking for in a program to help us grow our business by hosting events that showcases a blend of sports, nature and culture. For us as hoteliers, the bureau will bring to the area and the community sports tournaments and other events that brings in teams and patrons that support these events, which in turn increases higher occupancies and revenues to the hotel and other businesses in the area. Driving more sales tax revenue into the City/County to assist in diverse ways to enhance the area through improvement of services and infrastructure.

By working with the bureau, we can gain valuable exposure to meeting planners who are not familiar with us. These planners rely on the bureau as destination experts who know everything about the local area, venues, hotels, and group activities. They can simplify the decision-making process and save planners' valuable time. Considering recovery efforts post-pandemic, new planners are seeking out the extensive knowledge that bureaus like the Twin Cities Gateway Visitors Bureau has to offer. They will provide the hotel additional marketing and support as well as serving as a community's marketing agency, promoting the city's/county's assets to visitors by increasing the economic impact to the local economy via the greenest and cleanest of economic strategies - people visiting, spending money, and leaving the community intact.

Last, travel and tourism demand enhance the quality of life for a local community by also providing jobs, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals alike. We want to be a part of helping promote the community and assist in maximizing its growth and potential by being a supportive partner with the Twin Cities Gateway program and many other businesses by maximizing our appeal and by ensuring that everyone has a positive experience each time they visit our area.



Thank you very much for this opportunity to let you know how important an asset the Twin Cities Gateway Visitors Bureau is and will be to us as new members of the city of Ramsey community. We are excited to be the newest partner of such a vibrant and growing region.

Warmest Regards,

A handwritten signature in black ink that reads "Heidi Wilcox".

Heidi Wilcox  
President/CEO  
First Call Hospitality