



PROTECT TAXPAYERS.
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1. **In 2013, tourism generated \$581.5 million in revenue for Butler County. The bed tax received by Butler County Tourism & Convention Bureau was approximately \$1.5 million. Our funding is used to market and promote tourism in Butler County. How important do you feel it is for us to market the county?**

As a former director of tourism, I recognize the significance of revenue generated along with the growing potential for increased revenue that supports small business and creates and sustains employment. Therefore, marketing the County effectively is crucial to an overall economic development plan.

As Commissioner, I will support the development of a comprehensive plan that reviews the use and corresponding result/return of tax revenue and insures that in addition to marketing the County we have adequately addressed and planned for sustainability of commerce. While it appears that the \$1.5 million generates a return of 500%, we must acknowledge and expand upon business travel, with hopes of attracting those travelers back for recreational purpose. I also am in favor of expanding marketing of our unique site assets to attract events as you've successfully accomplished.

2. **Public transportation is a growing problem for Butler County. Some areas are in need of employees, yet others are struggling with unemployment. A system is needed to connect them. What recommendations can you propose to alleviate this problem?**

Having sponsored a number of transportation summits with United Way, particularly one in 2010 in which attendees recognized that single-mode solutions will never be sustainable, but multi-modal choices in a highly coordinated community-wide service network that is customer-oriented toward moving people not vehicles has proven successful in other parts of the country.

I will drive the following transportation agenda:

- a. **Mobility management** - Developing a **"mobility management" program** as part of any economic development plan that includes a single "point of contact" to deploy all transportation assets such as carpools, rental cars, taxis, busses, bicycles, Uber and Lyft type operations, etc., church vans, school busses, etc. as defined by needs of the consumer needing transportation.
- b. **Identify critical investment priorities** - Establish an appropriate County commission or appoint an existing body to identify potential critical investments outside the SPC plan that could enhance existing transportation resources.
- c. **Leadership in SPC and advocating for state roadway development** – Be a strong voice and leader in SPC to insure key County projects are funded. Advocate for additional state and federal funds to enhance systems and key access roadways including but not exclusive to: 8, 68, 308, and 268 along with 422, 228, 356 and 108. These are key access routes for commerce and tourism.
- d. **Allocate new sources of revenue** (from development, shale fees and royalties, etc., NOT INCREASED TAXES) to transportation as part of the economic development plan and consider forming Regional Transportation Districts.



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- e. **Public Private Partnerships**- Insure that the economic development plan calls for PPPs focused on industry driven geographic areas for improvement with potential use of incentives such as TIF where applicable.
3. **We feel that the great outdoors is one of Butler County's biggest draws and we promote it heavily. How will you support, protect, and responsibly develop our natural attractions?**
- Continued support of the Conservation District, Ag-Extension and other county bureaus.
 - Work with state departments that manage many of the natural attractions along with state legislators to insure that adequate support of parks, gamelands, waterways, etc. continues through the DEP, DCNR, DCED, and the Fish and Game Commission.
 - Insure that parks and outdoor recreation are a key component to an economic development plan with new sources of revenue (Shale Impact fees, royalties, new tax dollars generated through development) dedicated to this effort as we know that this is not only supports tourism, but aids in the attraction and retention of a skilled workforce.
 - Support efforts in seeking grant funding through match pools and technical support.
4. **In your opinion, how significant is tourism to Butler County? As commissioner, how do you intend to support the growth of tourism?**
- Ambassadors and hosts** –At the most basic level, I believe Commissioners serve as ambassadors for our County and should continually be spokespersons who roll out the red carpet to visitors. They should attend/support County events that attract visitors and be willing to participate in and host tours as needed. Commissioners should visit County attractions to become familiar with them and to understand the impact they have on the County. They should continually “INVITE” visitors to our County.
 - Asset based approach to development** - As stated above, the growth of tourism should be considered part of an overall economic development plan with its value fully explored and supported. I favor an asset-based approach to both economic development and tourism which calls on us to fully explore and enhance the potential of existing assets, while carefully exploring the managed development of new assets. I will support all efforts and will encourage private enterprise to invest in tourism development.
 - Accountability** - As representatives of businesses who must collect and pay the bed tax, the Commissioners also should insure that bed tax dollars are reinvested in efforts that will lead to sustainable growth of the hospitality industry, with a strong focus on the business traveler in addition to the recreational tourist. The goal should be to get the business traveler to return for recreational purposes.
 - Hospitality workforce development** - Recognizing the value of the tourism industry, I will support all efforts to train and employ a skilled hospitality workforce along with entrepreneurial efforts that enhance the County's marketability.