Guam Legislature Clerks <clerks@guamlegislature.org>

M&C Fwd: LETTER of REQUEST - Rainy Day Fund

1 message

Speaker's Office <speaker@guamlegislature.org>
To: Clerks Office <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

04-30-20	3:27 PM	04-30-20	LETTER of REQUEST - Rainy Day Fund.*	Guam Visitors Bureau

Sinseru yan Minagåhet,

Office of the Speaker • Tina Rose Muña Barnes
Committee on Public Accountability, Human Resources & the Guam Buildup

35th Guam Legislature
I Mina'trentai Singko na Liheslaturan Guåhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
T: (671) 477-2520/1
speaker@guamlegislature.org

This e-mail message is intended only for the use of the individual or entity named above and may contain confidential and privileged information. If you are not the intended recipient, any disclosure, copying, distrib contained in this transmission is strictly PROHIBITED. If you have received this transmission in error, please immediately notify us by replying to speaker@guamlegislature.org and delete the message immediate

Gumai pribilehu yan konfedensia este siha na mensåhi. Solo espesiåtmente para hågu ma entensioña pat ma aturisa para unrisibi. Sen prubidu kumu ti un ma aturisa para manribisa, na'setbe, pat mandespåtcha. Yang mensåhi , put fabot ago' guatu gi I numa'huyong gi as speaker@guamlegislature.org yan despues destrosa todu siha I kopian mensåhi. Si Yu'os ma'åse'.

---------- Forwarded message ---------
From: **Valerie Sablan** <valerie.sablan@visitguam.org>
Date: Thu, Apr 30, 2020 at 3:27 PM
Subject: LETTER of REQUEST - Rainy Day Fund
To: Senator Therese Terlaje <senatorterlajeguam@gmail.com>
Cc: <speaker@guamlegislature.org>, Sonny Ada <sonnyada@guam.net>, Pilar Laguana <pilar.laguana@visitguam.org>, Bobby Alvarez <bobby.alvarez@visitguam.org>, Shinohara, Samue <samuel.shinohara@united.com>, Josie Villanueva <josie.villanueva@visitguam.org>

Håfa Adai Senator Terlaje,

Please find a Letter of Request from our President & CEO, Ms. Pilar Laguaña.

Senseramente',

Valerie Sablan
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
valerie.sablan@visitguam.com | visitguam.com

Go GREEN - keep it on the SCREEN!
Think before you print...

EXECUTED 43020.Letter to Sen Therese Terlaje for Rainy day fund USE.pdf
135K

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

April 30, 2020

Honorable Therese M. Terlaje
Senator
35th Guam Legislature
Chairwoman, Committee on Health, Tourism, Historic Preservation, Land and Justice
173 Aspinall Avenue, Suite 207
Ada Plaza Center
Hagatna, Guam 96910

RE: Rainy-Day Fund

Håfa Adai Dear Senator Terlaje:

First and foremost, I would like to greet you with a warm Buenas yan Håfa Adai during this uncertain time on our island. We hope that you, your family, and your team are safe and in good health.

Since the island's emergency declaration in March as a result of the coronavirus pandemic, we have experienced significant challenges in our economy, tourism industry, health care, and overall quality of life on Guam.

The effects of COVID-19 have been far-reaching with global tourism brought to a standstill, crippling our island's tourism industry. As of April, our Research Department projects that by the end of FY2020, we will have -44.7% in arrivals. The Tourist Attraction Fund (TAF) is expected to drop 46% as a direct result of the pandemic. Additionally, the cancellations and suspensions of direct air services from our core markets resulted in businesses closing due to the decline in visitor arrivals. We anticipate these double-digit negative numbers in arrivals to continue in the next few months. It will take quite some time to rebuild the travel trade industry.

The Guam Visitors Bureau team has been actively engaged with our overseas offices, local and off-island travel trade partners, our Board of Directors, and management as we prepare for the reopening of our island and the industry. When the time is appropriate, we wil implement a strategic plan for recovery efforts.

The GVB Board of Directors created a COVID-19 Task Force Committee, which is led by Vice-Chairman of the Board, Mr. Milton Morinaga. The task force is made up of leaders in government agencies and private sector businesses. They have collectively worked with the bureau to formulate recovery plans that will guide the tourism industry after this pandemic. These plans share components of direct financial support to the airlines, travel trade industry incentives, marketing, and public relations, and digital methods designed to help restore Guam's tourism industry.

Senator Terlaje, as you are fully aware, our island's economy has taken an unprecedented hit. The drastic decline in arrivals has significantly cut off the stream of revenue into the Tourism Attraction Fund and, consequently, the bureau's funding. We have been proactive with the anticipated shortfall to the FY2020 approved budget and have reduced contracts and restructured or canceled projects. All remaining funding has been identified to help our island through the pre-recovery and the coordinated island-wide recovery efforts.

As a result, GVB is seeking Legislative approval and the authorization to utilize the entire amount of the Rainy-Day Funds (12 GCA Chapter 9 §9304). GVB requires this funding to meet the unforeseen challenges that we will face during this crisis and from external economic conditions that will severely affect Guam's ability to attract visitors. We are requesting that the bureau be authorized to use the entire balance of $1,246,726.99 for the initial start of our recovery plans. This resource will allow the bureau to properly plan and support the island and the tourism industry as they begin to reopen and rebuild in the months ahead.

GVB has strategic plans to help rebuild Guam's economy by marketing in our core source markets. The availability of this funding will support the necessary marketing efforts with our industry partners both locally and abroad. Destinations are beginning to implement some of their recovery efforts by providing financial support to the airlines as well as travel agents. This type of support encourages airlines to grow capacity and bring back tourism following local health guidelines. It is also imperative that Guam stay top-of-mind, prepared, and ready to support the travel trade industry during the recovery efforts.

My team and I are available for a meeting to discuss the details of the recovery plans. We hope that you strongly consider our request to utilize the funds in this time of crisis. Please feel free to contact me via email at pilar.laguana@visitguam.org at your convenience. I look forward to hearing from you. Thank you for your valuable time and kind consideration.

Senseramente,

PILAR LAGUAÑA
President & CEO

Cc: Speaker Tina Muña Barnes
Chairman Sonny Ada

GUAM VISITORS BUREAU | SETBISION BISITAN GUÅHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | (671) 646-8861 fax
guamvisitorsbureau.com | visitguam.com | info@visitguam.com