



Alaska State Legislature

Please enter into the record my testimony to the House Finance Committee
committee name

Committee on HB 422 / HB 167, dated 4-5-10
bill # / subject public hearing date

① I am Ronna Martin of Diamond M Ranch Resort. We have a B+B, Cabins + RV Park here on the Kenai. Diamond M Ranch has been on the board of both the Kenai Peninsula B+B Association + the Alaska Campground Owner's Association. I feel confident that I represent these associations and their members as well. Due to the economic downturn of our country, we have seen our guest #'s down considerably last year and in our bookings for the upcoming season. As a small business, we are faced with very difficult decisions. →

Signed: _____

Testifier

Representing (optional)

48500 Diamond M Ranch Rd Kenai AK 99611
Address

907-283-9424

Phone number

2.

We do not have the revenue to pay for our past advertising venues, but if you don't advertise you can't increase your revenues. I would like to thank the Governor for his efforts to help Alaska Tourism by

- 1) Proposing a reduction of the cruise industry load tax
- 2) Advocating for a long-term funding solution for tourism marketing through passage of the tourism marketing income tax credit.

The government funding allows us to have a group effort in ~~our~~ ~~the~~ advertising Alaska Tourism. I pay for advertising my business which also promotes my local community. With the state funding ATIA can promote AK Tourism as a whole. It is critical that we work together. As far as the cruise industry - many of my guests first got their foot wet in AK by a cruise and are back to see more of this great state. If cruise ships

(3). leave Alaska, the whole state is effected in a big way. I feel we all benefit from the cruise industry and my husband and I even enjoyed a cruise up the inside passage last ~~year~~^{May}. What an opportunity!

Thank you for reading my testimony and a Special Thank you to House Finance Committee and all their hard work. You all deserve the applause of the day.

Sincerely,

Ronna Martin
Diamond M Ranch Resort
Kenai, AK