

CALIFORNIA

Ventura

We Need Your Support

Calling All of Our Kind Partners. We Need Your Support.

We will keep this plain and simple. We need your help and support. The City is looking at significantly reducing Visit Ventura's funding. Less funding for Visit Ventura means fewer ways we can support you, our treasured businesses. Tourism drives so much of our economy, and we have effectively driven tourism for years. It's honest fact and math. If our funding is significantly cut, it will significantly affect you.

Our efforts have always been led with heart. But this time around, it is strictly about your bottom line. These proposed cuts come at a critical time -- never in Ventura's history has there been a time when local businesses have needed Visit Ventura more. Plain and simple, tourism will drive our economic recovery and see us back to our feet. Your thriving business is at the heart of everything we do -- but only with adequate funding can we exercise that heart. We've been through tough times together. Now we are facing the toughest time of all. This is not the time to lose our ability to help bring our community back to its feet. We can do it, but only together.

We've done our best to see our local businesses thrive, generating healthy revenues through tourism visits and dozens of creative Support Local efforts. Now we are asking you to Support Local. Visit Ventura needs the resources to effectively drive our economy. Would you kindly write a short email supporting our efforts and their contributions to your business before the City Council meeting on **Monday, June 15th**? We know you are busy with so many other things, but it doesn't have to be long. We've also provided some [talking points](#), if they help.

[Talking points and Sample letter here](#)

Or you can just write a few lines from the heart, because that's where the truth is. And the truth is, Ventura defines community. Because we help each other, there is real magic in this town.

[Send your letter of support now](#)

Any questions, comments, or concerns, please reach out to [Marlyss Auster](#), [Cheryl Bagby](#), or [Ken McAlpine](#).

Heartfelt thanks from your friends at Visit Ventura.

