Buffalo Niagara’s economy is well positioned to benefit from strategically investing tax dollars into two key sectors driving our economy – higher education (public and private) and tourism. By wisely reinvesting these public dollars, state and local leaders have the opportunity to leverage the largest return for our community in the form of good-paying jobs, additional tax revenue and sustainable economic development.

Higher Education Impact

- Increase operational support for the region’s SUNY institutions
- Fully fund the Tuition Assistance Program (TAP) without restrictions that would make it more difficult for students to qualify

**WNY’s SUNY Colleges & Universities**
- **$3.7B** in economic impact to NYS
- **Directly employ 16,400 people**
- **Generate $63M in state & local taxes**

**WNY’s Independent Colleges & Universities**
- **$1.4B** in economic impact to NYS
- **Directly employ 6,100 people**
- **Employees pay $35M in taxes**

Tourism Funding

- Significantly increase Hotel Occupancy Tax (Bed Tax) allocation to Visit Buffalo Niagara (VBN) to fully realize the tourism potential of the Buffalo Niagara region
  - **$1 In Tourism Promotion = $38 Of Local Economic Impact**

GROWING GAP

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Bed Tax Collected</th>
<th>VBN’s Bed Tax Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$5.5M</td>
<td>$2M</td>
</tr>
<tr>
<td>2008</td>
<td>$7.8M</td>
<td>$2.9M</td>
</tr>
<tr>
<td>2012</td>
<td>$8.8M</td>
<td>$2.6M</td>
</tr>
<tr>
<td>2016</td>
<td>$10.5M</td>
<td>$3.3M</td>
</tr>
<tr>
<td>2017</td>
<td>$10.7M</td>
<td>$3.4M</td>
</tr>
</tbody>
</table>

If VBN received the same percent of Bed Tax as it did in 2004, its budget would be **over $5.7M today**

Other Visiting Bureaus operating at over $5M:
- Bloomington, MN
- Grand Rapids, MI
- Omaha, NE

Please consider getting involved in the Buffalo Niagara Partnership’s advocacy efforts.

Our message is stronger when employers join us to discuss these important issues with elected officials and demonstrate how the public sector can best work with the private sector for the benefit of all Buffalo Niagara.

Please visit thepartnership.org/advocacy to learn more about our Advocacy Agenda or to participate in our events and programs.