

# Accommodation Partners - Destination Management Contribution and Community Benefit Fund Program

The purpose of a Destination Management Contribution is to raise funds (a Community Benefit Fund) for Discover Sugar River Region so we can continue to promote and attract visitors to our area, as well as provide improved visitor experiences. Participation in this program from accommodation businesses is voluntary. The “contribution” will be added as a line item on **guests'** booking bills/folios (per booking, not per night), but can also be opted out of should guests choose not to have the \$1 charge on their bill. One of the added benefits of this program is a strengthened partnership between the accommodation business and Discover Sugar River Region, contributing to our sense of community.

Visitor-facing signage explaining the DMC:

## WHAT IS A DESTINATION MANAGEMENT CONTRIBUTION (DMC)?

The “contribution” is a voluntary \$1 payment added to your booking that goes into a Community Benefit Fund for the Sugar River Region Destination Management initiative. It is **not** a tax or a levy, so you may opt-out if you so choose.

As Discover Sugar River Region is a 501(c)(3) non-profit organization, your contribution directly supports our economy and serves as a valuable investment to our community. The Community Benefit Fund will go into initiatives that give back to our local area, helping to create jobs, support small businesses, and promote tourism through cooperative marketing efforts.

We are proud to participate in this program and believe that it will have a positive impact on our community. We hope that you feel good about this support and the benefits it will bring.

If you have any further questions about the Community Benefit Fund, please don't hesitate to ask our staff or go to:

<https://sugarriverregion.org>



We appreciate your patronage and hope you had a wonderful stay. *Thank you.*