

## COUNTY OF MONROE

### AUTHORIZATION OF HOTEL TAX FUNDS, 16 P.S. 1770.6

1. Convention Promotion
2. Marketing the area served by the agency as a leisure travel destination
3. Marketing the area served by the agency as a business travel destination
4. Using all appropriate marketing tools to accomplish these purposes, including, but not limited to, advertising, publicity, publications, direct marketing, direct sales and participation in industry trade shows.
5. Projects or programs that are directly and substantially related to tourism within the county, augment and do not unduly compete with private sector tourism efforts and improve and expand the county as a destination market.
6. Any other tourism marketing or promotion program deemed necessary by the recognized tourist promotion agency