

NEWS

From the Office of

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High Desert Communities to Receive Tourism Funds

SAN BERNARDINO – The San Bernardino County Board of Supervisors today approved a plan that distributes funds to designated chambers of commerce and/or organizations to promote tourism and recreation within the County. A total of \$260,000 will be distributed to unincorporated communities in exchange for their promotional efforts that support tourism and recreation.

“This is a win-win situation that will help communities attract tourism and promote the county as a tourist destination and increased visitation will generate more tax revenue,” said Supervisor Brad Mitzelfelt, who represents the High Desert area, which includes numerous tourist destinations including regional parks, national parks and Route 66. “Distribution of these funds will encourage communities to further develop and promote their marketing and tourism campaigns.”

Twenty-two chambers of commerce and/or organizations will be participating in the program and their shares are based on transient occupancy tax revenues generated from hotels and motels within their service areas.