



P.O. Box 995,  
Tombstone, Arizona 85638.  
Tel: 520-457-9317.  
Fax: 520-457-2458  
[www.tombstonechamber.com](http://www.tombstonechamber.com)  
[info@tombstonechamber.com](mailto:info@tombstonechamber.com) (General email)

April 14, 2020

Dear Mayor Escapule,

On May 9, 2019 I received a letter from you detailing the current and renewal status of the Bed Tax Professional services agreement (see attached). At the time, the City of Tombstone was waiting on a determination from the Arizona Attorney General's Office. Since that time, and without any official determination from the AG's Office, the Chamber received notice of the discontinuation of distribution of Bed tax funds.

Over the many years of working in tandem with the city, the Tombstone Chamber of Commerce has served not only as a reputable partner but an advocate for the City of Tombstone. With the advent of the COVID-19 virus and the subsequent closure of effectively, the entire town, we have reached a critical juncture in the survival of the town as we know it and quite frankly, many of its businesses.

Will tourists come back; sure they will, but when? The City of Tombstone has not had a cohesive, continuous marketing program for over 9 months. With the almost 9 months with little to no promotional exposure for our town or individual businesses (other than the Chamber) ...and to compound this issue, an upcoming HUGE gap in sales & bed tax collection from the effects of the shutdown of virtually the entire town and the hundreds of cancelations of hotel rooms, with no end in sight... Tombstone will be vying for visitors with hundreds of other destinations and attractions that have continued to market thru this pandemic.

Once again, as in the past, I am reaching out to you and the City of Tombstone. The Chamber's Social Media Marketing alone has engaged MILLIONS of documented, current and potential visitors, not to mention, our comprehensive marketing program which has also reached MILLIONS of more visitors. Both programs have targeted both national and international travelers from all over the world.

The Chamber has in place, a proven and successful turn-key structure for the promotion of Tombstone with plans to expand the already extensive reach. This is a time to come together for the cause bigger than any individual or political interest. Should there be interest in rebuilding the partnership between the Chamber and the City of Tombstone please contact me so we can discuss how we could help bring Tombstone back into the top of the mind for travelers.

*Susan Wallace*

President, Board of Directors  
Tombstone Chamber of Commerce  
[susan@tombstonechamber.com](mailto:susan@tombstonechamber.com)