



Becoming a Resource for your Legislators

Melinda Huntley

Tourism Program Director, OSU Sea Grant Extension

huntley@coastalohio.com



CONTENTS

WHAT is lobbying, legislative advocacy?

WHY should the industry become involved?

WHERE are the VIP elected officials?

WHO is involved in our industry?

WHEN should you reach out?

HOW do we do it?

WHAT

lobby- (n) passageway

lobbying- (v) way of
passing...

WHAT

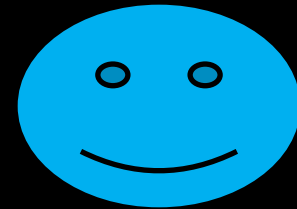
lobby- (n) passageway

lobbying- (v) way of
passing...



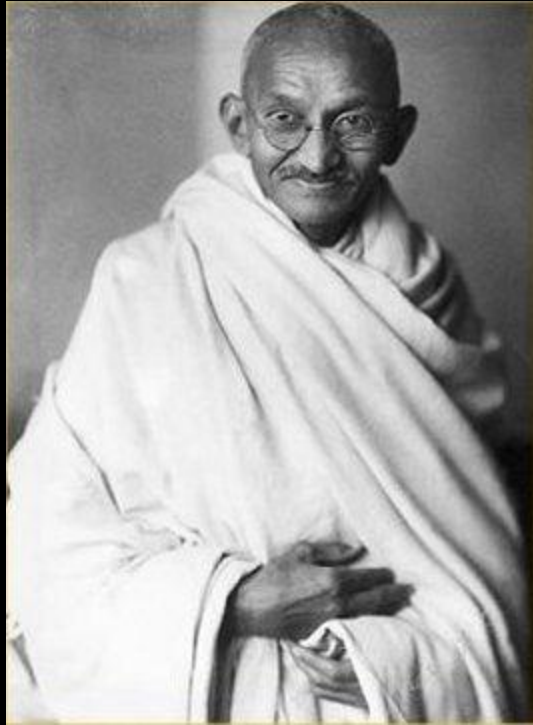
TOURISM
INDUSTRY

INFORMATION



ELECTED
OFFICIALS

WHY



“You must be
the change
you wish to
see in the
world.”

Mahatma Gandhi

WHY

Is it tourism
industry's role?

It is our

RESPONSIBILITY.

WHY

What do we have that
legislators need?

Information



Votes



WHERE

Federal? State? Local?

Depends on the issue

- Who is making the decision?

Find out more about your officials

- Committees
- Leadership

Focus on those who represent where you **WORK** and those where you **LIVE**



WHERE

What about
local
officials?

- County Commissioners
- Township Trustees
- City Commissioners
- School Board Members



WHO

Ohio Department of Development

Ohio Tourism Division

Ohio Tourism Industry Associations

Ohio Tourism Roundtable

Ohio Tourism PAC

YOU

WHEN

Not just when you need them

Being a resource means
being available

Thoughts on orchestrated
legislative days

HOW



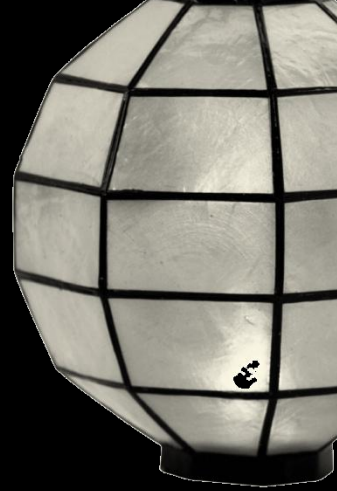
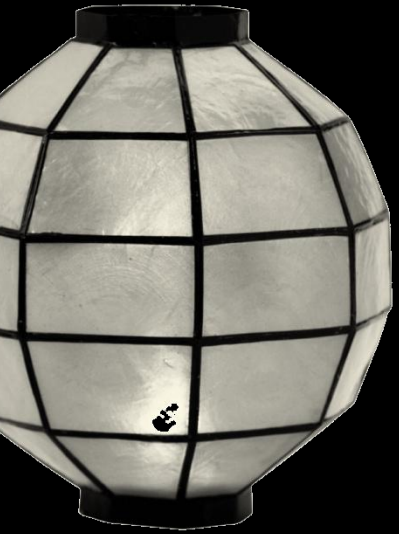
HOW



Respect. Honesty. Communications.

HOW

Guiding Principles



Do your homework.

Tell the truth.

Keep it short and simple.

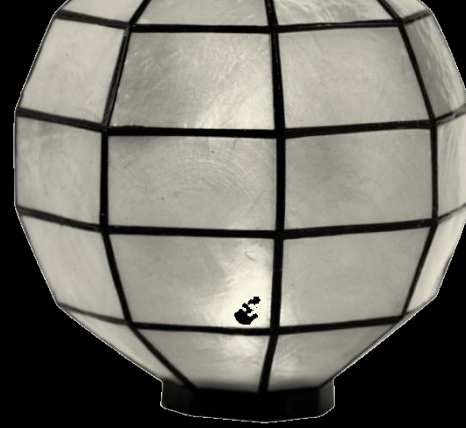
Take your friends where you find them.

Work at the local level.

Thank people who help.

HOW

Guiding Principles

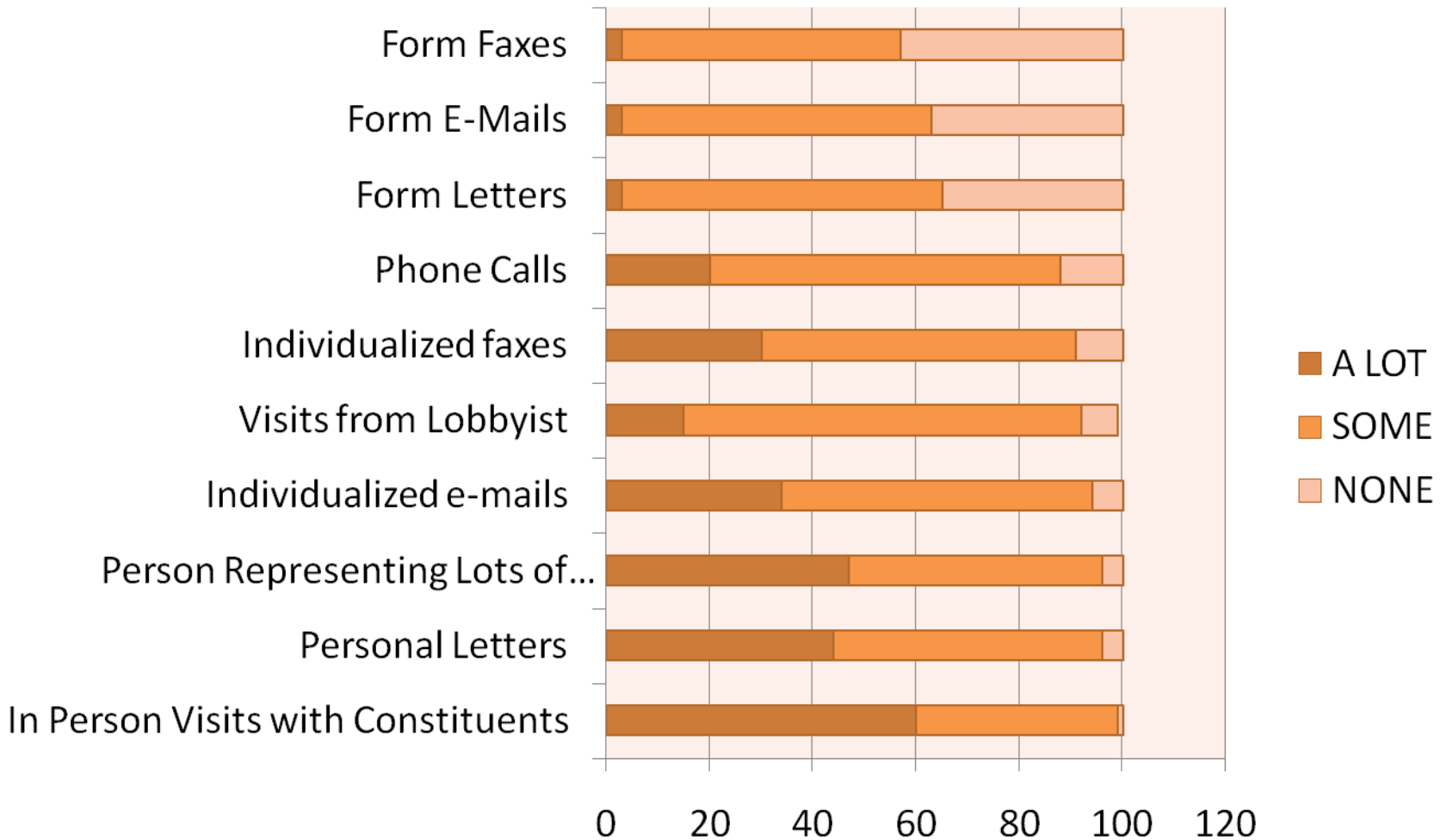


Don't forget the staff.
Present one issue at a time.
Show respect.



HOW

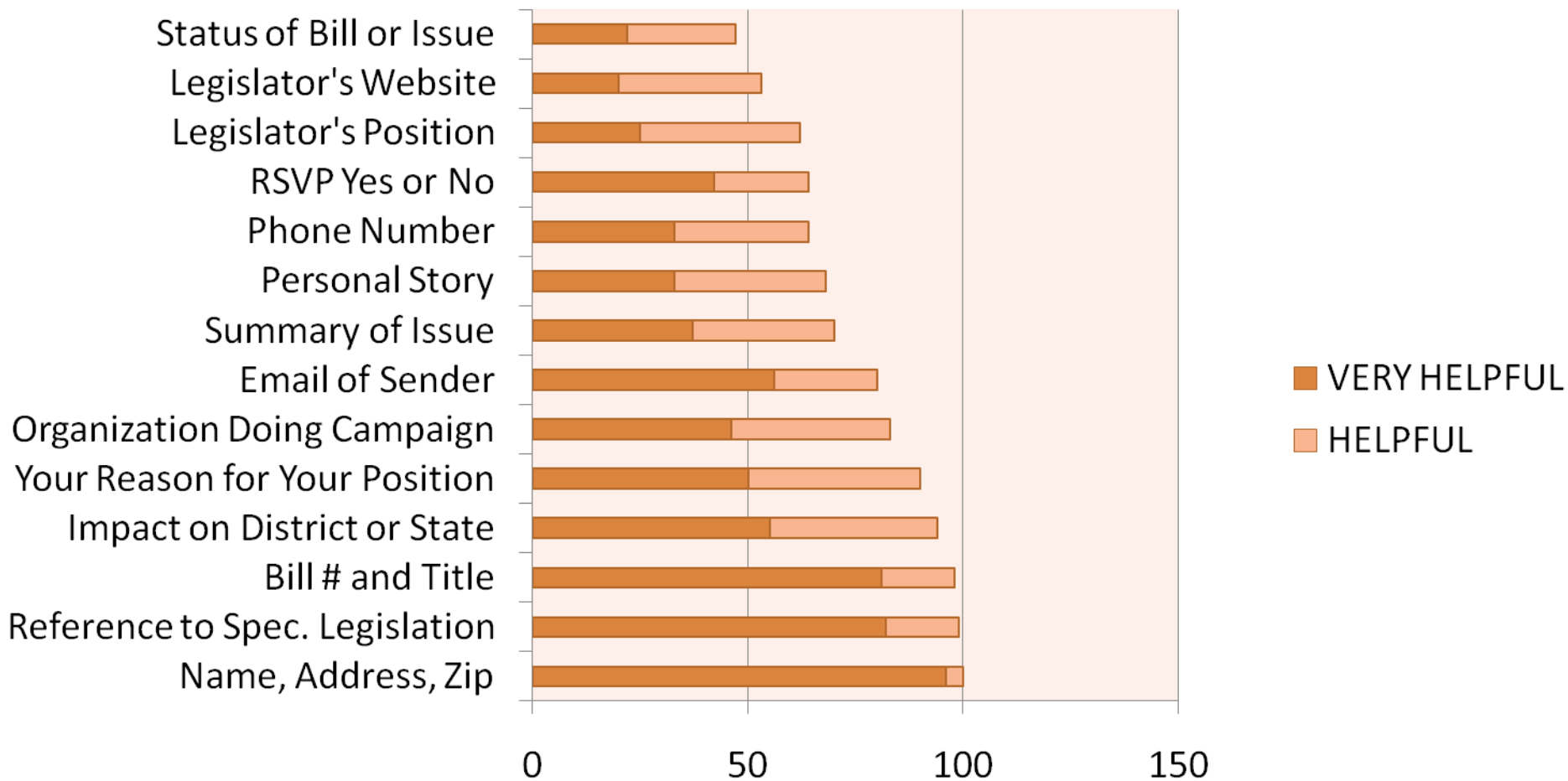
What Works? What Doesn't



SOURCE: Congressional Management Foundation, "Communicating with Congress"

HOW

What Needs to be Included?



SOURCE: Congressional Management Foundation, "Communicating with Congress"

HOW

Friday morning breakfasts

Add to newsletter, annual report mailings

Send key research with summary of findings

Send fact sheets of key issues

Invitations to place of business

Invite Legislator to write a message, article or letter for your newsletter

Look for photo opportunities

Visit him or her in Columbus office at least once a year



BUDGET

Tourism Generates GRF Revenue – ANSWER to the budget problem

Visitor Spending Sustains Jobs in Ohio – 454,000 FTE

State's Marketing Campaign is a Winner -- \$436.9 Million in Added Spending

INFO

Ohio Travel Association
at
ohiotravel.org



BECOMING A RESOURCE FOR YOUR LEGISLATORS

A Legislative Guidebook for the Tourism Industry



IN CLOSING



**“Diamonds
are nothing
more than
chunks of
coal that
stuck to
their jobs,”**

Malcolm Stevenson

THANK YOU

Questions?

Melinda Huntley

huntley@coastalohio.com

419.366.4391