



2438 Washington Blvd.
Ogden, UT 84401
p: 1-801-778-6250
www.visitogden.com

December 22, 2016

Ogden Valley Planning Commission,

The Dark Skies initiative has been such an incredible force to watch take shape in our community. The passion of those involved, coupled with the product we have to offer has led to a quick entry into the astro-tourism market.

Tourism in Weber County is an economic development engine that not only spurs visitation, but as such drives economic growth and provides economic impact. More than 1100 hotel rooms are booked each night and more than 9000 jobs are generated by travel spending in our community. In 2015, the direct annual travel spending in the county was \$244.3 million, which generated \$7.3 million in total tax revenue for Weber County. The revenues generated from tourism efforts translates to \$1300 in tax relief per household.

The economic impact generated by group business booked by Visit Ogden alone generated more than \$10 million in local economic impact. This does not take into account business that booked without our assistance, or the thousands of leisure travelers that come to take advantage of our trails, our history, our ski resorts, our downtown, or any of our numerous other amenities and attractions.

The promotion of our Dark Skies Park in North Fork continues to be a part of our strategic plan for 2017. As we find it increasingly necessary to diversify our product offerings to continue the growth and development of our tourism product, the Dark Skies Park has given us yet another avenue to promote our wondrous and beautiful landscape.

As the Utah Office of Tourism also continues to support and increasingly promote the dark skies opportunities in our state, we have received requests to host groups and media in the park. In February, we will be hosting journalists who have written for respected publications including Conde Nast, Outside, National Geographic, Women's Health, Robb Report, and Shape among others.

We understand and appreciate the delicate balance between government ordinance and property owners, but hope that you will encourage the residents of Ogden Valley to follow proper lighting techniques so we are able to keep our Dark Skies accreditation and provide another amazing opportunity for residents and visitors alike.

Sincerely,

A handwritten signature in black ink that reads "Sara Toliver". The signature is written in a cursive, flowing style.

Sara Toliver
President/CEO