

BIRMINGHAM

TO: Whom It May Concern
FR: Jim Smither, President/CEO
DATE: July 30, 2015
RE: Soft Drink Tax



The Greater Birmingham Convention & Visitors Bureau seeks to develop tourism business through the promotion of our area as a major meetings/conventions, sports, group tours, reunions, and tourists destination. The Tourism industry in Birmingham and Jefferson County is reliant upon being able to offer special events, food and entertainment options, and recreation that provide a quality experience for visitors. We work with partners from various organizations, businesses and hospitality professionals to create events and experiences that bring visitors and revenue to our city, county and state.

One of those partners is the beverage industry. They donate product, marketing assistance and other assets that contribute greatly to the success of events and the host organizations.

The Greater Birmingham Convention & Visitors Bureau believes that the creation of a new tax on beverages such as soft drinks, juice drinks, bottled water, sports drinks, fountain drinks, coffee and teas will create higher costs at restaurants and concession stands and minimizes the ability by our tourism partners in the beverage industry to contribute their support of special events, conferences, tournaments and other tourism activities.

The Greater Birmingham Convention & Visitors Bureau extends our support to stop the Alabama Beverage Tax.