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**Wednesday, July 15, 2020**

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## **Advertising and Personal Property Tax Amendment Act of 2020**

As we informed you last week, as part of the District's budget, the DC Council held its first vote on the District's budget and financial plan, which included the "Advertising and Personal Property Tax Amendment Act of 2020." This proposed legislation seeks to levy a 3% sales tax on the planning, creation, placement and display of advertising in print, broadcast and digital media, generating \$18.4 million in FY21 and \$79 million over the financial plan. HAWDC understands the potential impact that this legislation may have on members, and the hospitality industry, as you seek to attract visitors to the District through advertising. We have been speaking with Councilmembers urging them to remove this legislation from the District's budget and financial plan.

**Should the bill pass, HAWDC will be working with the District's Chief Financial Officer, Jeff DeWitt, on rule-making to ensure that he understands the impact that this may have on attracting travelers to the District and has an understanding of how hotel advertising works. In the very least, we will work to ensure that advertisements for District hotels that are ran in other jurisdictions should not be subject to the tax.**

HAWDC has also been working with a coalition of businesses to urge the Council to delete the tax. Our partners at the Federal City Council have put together an easy campaign to seek a roll back or reverse these efforts. The District Council needs to hear from as many voices as possible to let them know that it is counterproductive to increase taxes while District businesses and residents are struggling to recover from the ongoing COVID-19

pandemic. Please reach out to the Council by clicking [here](#).

Regards,  
Lisa

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