

May 18, 2010

3rd District Supervisor, Jeff Stone
Riverside County Board of Supervisors
4080 Lemon Street, Fifth Floor
Riverside, California 92501

Dear Supervisor Jeff Stone,

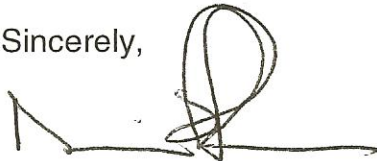
In the Temecula Valley area, our industry is comprised of nearly 6,600 business owners and their employees who provide hospitality services such as lodging, tours, specialty shops, boutiques, leisure activities, entertainment, and our ever-growing Wine Country. Temecula has become a "destination" for those outside of Southern California. In the last reporting year, this industry contributed over \$605 million dollars in economic impact, in addition to \$1.8 million dollars in Transient Occupancy Tax. In 2009, an estimated 811,226 visitors stayed in Temecula hotels with an average of 67,600 visitors each month. Some factors in our industry's success are: our image, reputation and the quality of air that visitors find in the Temecula Valley.

The Temecula Valley Convention and Visitors Bureau recently had an opportunity to evaluate both the proposed benefits and negative impacts of the Liberty Quarry south of the City of Temecula.

We are concerned about the negative impacts it will have on tourism and our local tourism businesses.

Therefore, the Temecula Valley Convention and Visitors Bureau opposes the location of the proposed Liberty Quarry project, and request that the Riverside Board of Supervisors not approve the Liberty Quarry project.

Sincerely,



Denis Ferguson
Chairman of the Board for the
Temecula Valley Convention & Visitors Bureau

cc Ron Goldman, County Planning Department
David Jones, County Planning Department