



OLD TOWN TROLLEY TOURS®

A Subsidiary of Historic Tours of America, Inc. - *The Nation's Storyteller*® www.historictours.com
1115 Louisville Rd. • Savannah, GA 31415 • (912) 233-0083 • Fax: (912) 233-0828

April 17, 2017

Rob Hernandez
City Manager
City of Savannah
PO Box 1027
Savannah, GA 31402

Dear Mr. Hernandez,

Old Town Trolley Tours® of Savannah is a trademarked division of Historic Tours of America®, which is a well-respected national entertainment company that provides historically oriented vacation experiences for our guests in some of America's most iconic and historic cities. We are known as *The Nation's Storyteller*®, and we operate some of the country's most trusted tours and attractions in Savannah, Georgia; Boston, Massachusetts; St. Augustine, Florida; Washington, DC; Key West, Florida; Nashville, Tennessee; and, San Diego, California.

Heritage tourism is our core business, and we are very protective about our brand and our reputation. We place great emphasis on guest communication and satisfaction, product value, superior vehicles and industry trends. We entertain over two million guests every year on our tours and attractions, and millions more visit our festival marketplaces and themed retail gift stores. Our guests trust us with their vacation time because they know we will make certain they *See the Best First*. All of our products are backed by a 100% money-back guarantee.

Old Town Trolley Tours® of Savannah has proudly served our community since 1989. We currently operate a fleet of 45 trolleys and serve nearly 400,000 guests a year. In addition to operating Old Town Trolley Tours, Historic Tours of America® has offered our trademarked Ghost and Gravestones Tour® since 2003 and the Paula Deen Tour since 2008. We also operate several retail stores including the Savannah Welcome Center, Simply Savannah and Trolley Stop Gifts. We are very excited about our newest attraction, the American Prohibition Museum Experience which will open in May. We will make certain to include you in the Museum's Grand Opening ribbon cutting festivities.

At Historic Tours of America®, our brand, our trademarked identities and our reputation are priceless assets that we vigilantly protect. Across our operations

Boston • Key West • San Diego • Savannah • St. Augustine • Washington, D.C.
www.trolleytours.com

nationally, we have recently invested significant capital updating the exteriors of our trolleys utilizing the latest vehicle wrapping technology. As you can see from some of the attached photos, we have wrapped our trolleys in sharp-looking, family-friendly images of tourism icons such as the faces of Abraham Lincoln and Benjamin Franklin. The images are relevant to the city in which we are operating. This same technology has been used very successfully on the Chatham Area Transit buses and other local vehicles regularly traversing our Landmark Historic District.

As we evaluate updating our Savannah fleet of trolleys and other vehicles, we have noted that there are currently regulations that dramatically restrict the appearance of some tourism vehicles in Savannah. In addition, the existing prohibition of advertising on trolley is unique to trolleys. Other regulations require outdated, exterior-mounted technologies, which are far less attractive than newer technologies such as the wrapping currently used on Chatham Area Transit buses, trolleys in other cities, passenger coaches, and delivery vehicles. We would like to meet with you, the City Attorney and the Tourism Director to discuss these matters in more detail.

Finally, we share your concerns and applaud your efforts regarding developing a tourism management plan. We have seen in other markets the negative impacts of rampant tourism and fully support a comprehensive plan to ensure city residents, visitors and businesses coexist in a symbiotic relationship. I serve on the Tourism Advisory Committee and will look forward to being involved in that process and sharing programs that we have seen implemented successfully in the other communities in which we operate.

Thank you for the opportunity to discuss these issues in more detail. We will contact your office to schedule a meeting.

Sincerely,



Charlie Brazil

cc: Brooks Stillwell
Lee and Amy Hughes
Harold Yellin



