

1 **BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

2

3 **In Re:** Request for Review of Proposed

Docket 000604-TL

4 Numbering Plan Relief for the 941

5 Area Code

6 PRE-FILED TESTIMONY

7 OF VIRGINIA J. HALEY

8 **Q. Please state your name and your business address for the**
9 **record.**

10 A. Virginia J. Haley, Executive Director, Sarasota Convention &
11 Visitors Bureau, 655 N. Tamiami Trail, Sarasota, FL 34236.

12 **Q. By whom are you currently employed?**

13 A. Sarasota Convention & Visitors Bureau.

14 **Q. What is your position with the Sarasota County Convention**
15 **and Visitor's Bureau and how long have you held that**
16 **position?**

17 A. Executive Director – since November 2000.

18 **Q. What are your responsibilities as Executive Director of the**
19 **Convention and Visitor's Bureau?**

20 A. To ensure the continued growth of tourism and travel to Sarasota
21 County from visitors around the world.

22 **Q. This docket No. 000604-TL is before the Public Service**
23 **Commission for a determination as to which of four proposed**

DOCUMENT NUMBER-DATE

01527 FEB-25

FPSC-RECORDS/REPORTING

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relief plans for the 941 Area Code Service Area should be implemented in light of the fact that the 941 Area Code numbers are predicted to exhaust in the first quarter of 2003. The industry recommends an all services distributed overlay relief plan, which would result in all of the current 941 service area having multiple area codes without any relationship to geographical boundaries. As Executive Director of the Sarasota County Convention and Visitor’s Bureau, do you have any concerns about a distributed overlay as a proposed relief plan?

A. Yes. As a coastal community, Sarasota County relies substantially on tourism for its revenues. Distributed overlays are very difficult for visitors and businesses alike. For example, if a restaurant or attraction has an area code different from the hotel at which a person is staying, the visitor’s assumption is that the business is out of the geographical area and, as a result, will call another business within his area code. This is very difficult for new businesses who are struggling to survive. Yet, these are the very businesses that would get the new area code. With respect to tourism, area codes have a geographical significance that translates into dollars for local businesses.

1 lies. It is very confusing for visitors and puts new businesses in the
2 split-off area code at a huge disadvantage.

3 **Q. Does this conclude your testimony?**

4 **A. Yes, it does.**

**CERTIFICATE OF SERVICE
DOCKET NO. 000604-TL**

I HEREBY CERTIFY that a true and correct copy of the foregoing was served by U.S. Mail this 1st day of February, 2001 to the following:

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