



**CALIFORNIA
TRAVEL
ASSOCIATION**

Advocacy Training

**PART II:
THE IMPACT OF TOURISM**



• TOURISM'S UNITED ADVOCACY VOICE •

TOURISM ADVOCACY DAY

Training Leader

Emellia Zamani

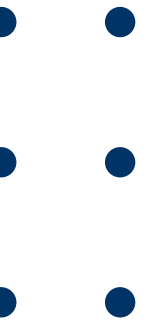
*Director of Government
Affairs & Public Policy
California Travel Association*





ADVOCACY DAY 2024

Advocacy Priorities



Support legislation that would:

- increase California's competitiveness as a tourism destination
- protect the travel and tourism industry from unnecessary costs of doing business
- promote an equal playing field for fair competition in a rapidly changing industry

Oppose legislation that would:

- impede visitation
- negatively impact visitor spending
- unfairly burden tourism related businesses

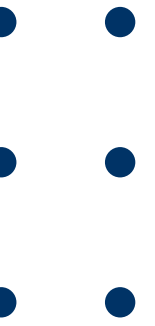




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Advocacy Wins 2023

- **Brought back in-person Tourism Advocacy Day** where 95 members met with 62 legislators and staff
- **Led the coalition to stop SB 584 (Limon): Short-Term Rental Tax**
- **Successfully negotiated amendments on several bills:**
 - AB 1382 (Quirk-Silva): State-designated cultural districts
 - AB 537 (Berman): Short-term lodging: advertising: rates
 - SB 447 (Atkins): GO-Biz
 - SB 478 (Dodd): Consumers Legal Remedies Act
 - SB 644 (Glazer): Hotels and Short-Term Rentals
 - SB 723 (Durazo): Employment: rehiring and retention: displaced workers



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Industry Challenges in 2024



- Struggling downtowns
- Lagging international and business travel
- Gas prices and inflation
- Labor disputes
- Natural disasters
- Losing events to other states

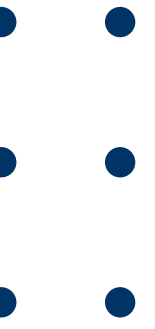


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Advocacy Topics for 2024



- **Share economic impact data**
- **Support SB 969** (Wiener) Alcoholic beverages: entertainment zones: consumption
- **Oppose SB 1372** (Newman) Airports: third-party vendors: security lanes
- Introduce the concept of **a state-funded program to help California bid and host major events**



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Thank you



- Thank your legislators for their support of tourism and share state economic impact data
- In 2023, visitors spent \$150.4 billion in California. Tourism jobs reached 1.2 million and state and local taxes paid by visitors was \$12.27 billion

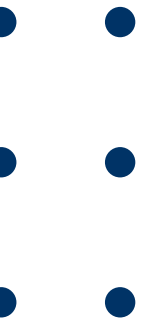




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Support SB 969

- Authored by Senator Scott Wiener (D-San Francisco)
- Would allow local governments to designate “Entertainment Zones,” where restaurants and bars can sell alcoholic beverages for consumption in specified areas during street fairs, festivals, and parades
- Allowing neighborhood businesses to participate on equal footing with outside vendors is critical to the continued economic vitality of our communities
- Bipartisan bill, with minimal opposition, from anti-alcohol organizations
- Currently in Senate Appropriations, on the Suspense file

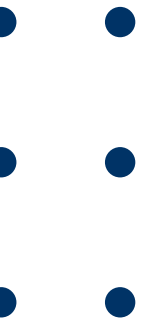




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Oppose SB 1372

- Authored by Senator Josh Newman (D-Fullerton)
- Would limit CLEAR security lanes in California airports to the nine airports it currently operates in and make the establishment of CLEAR lanes in additional California airports contingent on TSA dedicating lines for CLEAR
- Will increase wait times at security checkpoints, negatively impact the state's economic outlook, and set a bad precedent of the Legislature barring local governments from entering contracts under federally authorized programs
- Supported by flight attendant union; opposed by airports and airlines
- Currently in Senate Appropriations

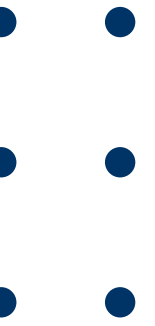




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Major Events Fund

- Recent success capturing large events: Super Bowls 2018 and 2022 in the Bay Area and Los Angeles. FIFA World Cup matches in 2026. Greater LA area hosting 2028 Summer Olympics
- These events benefit the whole region by creating jobs, bringing in visitors, and generating tax revenue
- Less known is the cost borne by cities for bidding on and hosting large events and the behind-the-scenes work destinations do to execute them
- 23 states have dedicated, state-run funds for bidding on and hosting large events, with 12 of these funds created in the last few years. Without a similar funding source, California is at a competitive disadvantage and losing business to these other states
- Laying the groundwork for support when we introduce a bill to create a revolving fund to bring more events to California—and along with them more jobs, visitor spending, and state & local tax revenue

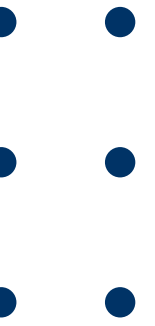




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Tips for All Asks

- Know where your legislator stands on the issues (refer to your folder)
- Share relevant and relatable examples. Think through these questions to get you started:
 - SB 969: How would designated entertainment zones benefit your community? Do you know the name of a business in the district you can share with your legislator as an example? What would your community lose if this bill doesn't get passed?
 - SB 1372: How has CLEAR improved the travel experience in your local airport? Do you use CLEAR? How would your airport benefit from CLEAR? What would your community lose if this bill gets passed?
 - How could your region benefit from a dedicated events fund? What events has your community lost to other states due to the costs associated with bidding and hosting an event?



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Event Schedule

Tuesday, May 14

5:00-6:30 PM: Legislative Reception

7:00-9:00 PM: PAC Dinner

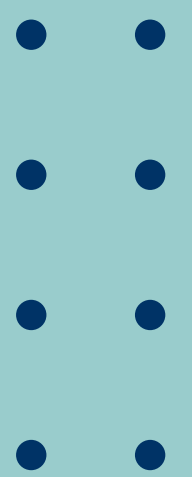
Wednesday, May 15

7:30-8:00 AM: Breakfast

8:00-11:00 AM: CalTravel Board Meeting

11:00-12:15 PM: Lunch + Final Training

1:00-4:30 PM: Meetings with Legislators





MEETING TIPS

Plan Ahead & Set Expectations

- Dress professionally but wear comfortable shoes!
- You may meet with a staff person, that's okay
- Space is limited, so you may be standing or meeting in common areas
- Unless you have met with the office before, assume they don't know anything about tourism
- TAD is just after policy committee hearings and right before fiscal committee's Suspense hearing
- The meeting may be brief, so have a plan to make sure you accomplish your goals
- Assign roles before your meeting. If there are fewer people in the group you can combine a few of these functions:
 - Group leader facilitates the conversation
 - Storytellers gives the context for the ask and how the issues impact the district
 - Note taker keeps track of what is said during the meeting for any needed follow-up
 - Timekeeper ensures the meeting doesn't go over the allotted time

MEETING TIPS

Advocacy Day Roadmap

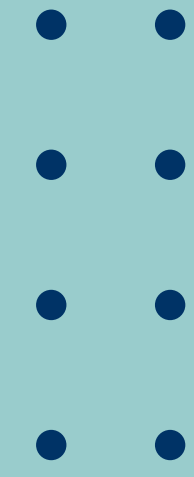


- Introduce yourselves. Exchange business cards and handouts
- Start off with a thank you
- State clearly and concisely what you wish to discuss
- Taylor your pitch to your audience
- Answer any questions to the best of your ability
- Offer CalTravel as a resource on travel issues
- Thank the legislator or staff member for the meeting
- Ask the legislator for a group photo
- Share notes with CalTravel and follow-up with the office on any outstanding information you agreed to research

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Upcoming Trainings

May 15: Roadmap Review +
The Dos and Don'ts of Advocacy



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Questions?

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