



WHY AN EVENT FUND IS IMPORTANT

With state-of-the-art facilities; enviable weather; world-class cuisine; unrivaled beaches, mountains, lakes, and deserts; efficient highways; and dozens of commercial airports, California is a desirable destination for all sizes and types of events. With so much to offer, California should not be losing events to states like Texas and Florida, which both have a streamlined funding source to bring events to their states. In fact, 22 other states now have state-funded event funds.

Without a dedicated event fund, **California will continue to fall farther behind as other states continue to win bids for events.**

A dedicated event fund in California would give the state an opportunity to bring world-class events to the Golden State, boosting revenue, increasing jobs, connecting communities, and investing in the state's future.

CalTravel is leading an effort to secure funding from the state legislature to create a California Event Fund. It is an expensive multi-year lobbying and public relations proposition, particularly as the legislature is grappling with a \$32 billion budget shortfall and many other statewide priorities. But **this fund has the potential to create significant economic benefits** not just for our gateway cities, but for small and medium sized communities across the state, and for California's tourism industry overall.

WHAT WE'VE DONE SO FAR



Hired [Axiom Advisors](#)
as communications
consultants



Conducted interviews
with stakeholders



Collected data on
event business lost
to other states



Created a dedicated
California Event Fund
[webpage](#)



Created a
California Event Fund
[fact sheet](#)



Distributed a
[press release](#) on the
coalition effort



Created an industry
[coalition letter](#) signed
by 100+ organizations



Hired [Tourism
Economics](#) to do an
economic impact study
on lost business



**CALIFORNIA
TRAVEL
ASSOCIATION**

Help California Establish a Dedicated **Event Fund**

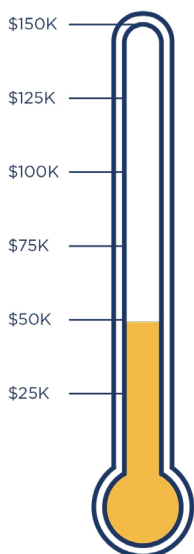
WHAT WE'VE COMMITTED TO SO FAR

We've already made significant investments to build the coalition, conduct research on lost business, and develop a plan to make this state-run fund a reality.

- \$100,500 to Axiom Advisors for communication consulting May-December 2023
- \$36,000 to Tourism Economics for economic impact study October-December 2023
- \$2,500 purchased Sports ETA nationwide state funding research
- \$3,500 admin and consulting

HOW YOU CAN HELP

We are soliciting donations for the California Event Fund through the [CalTravel Foundation](#), a 501(c)(3) organization whose mission is to **ensure the long-term viability of California's tourism industry through innovation, education, and research**. As a 501(c)(3), it allows members, individuals, and other foundations to make tax-deductible charitable contributions.



So far, we've raised a total of \$49,175 for this initiative, which means we have a long way to go to meet **our fundraising goal of \$150,000**.

Please contribute at whatever level you are able, to help us level the playing field and make California more competitive against other states for these events.

Suggested donation is 20% of annual membership:

- \$200 for Regular Members
- \$360 for Bronze Members
- \$700 for Silver Members
- \$1,600 for Gold Members
- \$3,100 for Advocacy Partners
- \$5,600 for Premium Partners
- \$9,300 for Supporting Partners

DONATE TODAY