

VOTE YES

MARKETING RENEWAL

Visit California is a nonprofit organization that drives demand for California as a travel destination, increasing visitor spending in the state. In partnership with the state's travel businesses, Visit California executes global marketing programs that power the state's \$140 billion travel industry.

Visit California is conceived, funded and led by the travel industry. For more than 25 years, the program has delivered billions of dollars of new visitor spending to the state's hotels, rental cars, restaurants, attractions, retailers and thousands of other businesses in every community across the state.

Every six years, California's travel industry considers whether to continue the program. In 2013, the latest renewal, 93% of votes were cast in favor of the program.

This year, the state's travel businesses vote again. Here are important dates in the voting cycle:





Thanks to Visit California's global marketing programs, California is now the nation's No. 1 travel destination.

- **October 2017:** California Travel & Tourism Commission approves resolution authorizing 2019 referendum.
- **July 2019:** Office of Tourism issues letter announcing intent to call referendum pursuant to Tourism Marketing Act
- **September 30, 2019:** Deadline for assessed businesses to pay outstanding balance in order to be eligible to vote
- **November 27, 2019:** Ballots arrive via mail
- **December 31, 2019:** Deadline to cast vote
- **January 2020:** Referendum results announced

renew.VisitCalifornia.com

Without your YES vote this year, Visit California will cease to exist and all promotion of California will end — seriously threatening our state's businesses. Find additional information about the 2019 Marketing Renewal at renew.VisitCalifornia.com.

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Industry Leaders Agree: Vote YES on the Visit California Marketing Renewal

CENTRAL COAST

Chuck Davison
Visit SLO CAL

Jay Jamison
Pismo Coast Village RV Resort

Kathy Janega-Dykes
Visit Santa Barbara

Christopher Kandziora
Ojai Valley Inn & Spa

Noreen Martin
Martin Resorts, Inc.

Gene Zanger
Casa De Fruta Parkway, LLC

CENTRAL VALLEY

Anthony Cannella
NorthStar Engineering Group, Inc.

Layla Forstedt
Fresno/Clovis Convention and
Visitors Bureau

Wes Rhea
Visit Stockton & Central Valley
Tourism Association

DESERTS

Jeff Senior
KSL Resorts

Scott White
Greater Palm Springs Convention &
Visitors Bureau

GOLD COUNTRY

Jason Clarke
Enterprise Rent-A-Car, Inc.

Kevin Fat
Fat Family Restaurant Group

Lenny Mendonca
Governor's Office of Business &
Economic Development

Shelly Moranville
Residence Inn By Marriott -
Sacramento At Capitol Park

Mike Testa
Visit Sacramento

Benjamin Webster
Littler Mendelson P.C.

HIGH SIERRA

Carol Chaplin
Lake Tahoe Visitors Authority

Bill Cottrill
Lake Tahoe Resort Hotel

Michael Reitzell
California Ski Industry Association

Rhonda Salisbury
Visit Yosemite/Madera County

Kevin Shelton
Yosemite Management Group, LLC
(Yosemite Resorts)

John Urdi
Mammoth Lakes Tourism

INLAND EMPIRE

Kimberly Adams
Visit Temecula Valley

John Kelliher
Grapeline Wine Tours

LOS ANGELES COUNTRY

Dan Harvey
The Hertz Corporation

Karen Irwin
Universal Studios Hollywood

Ed Mady
Beverly Hills Hotel

Sandy Murphy
The Beverly Hilton

Offer Nissenbaum
The Peninsula Beverly Hills

Ernest Wooden Jr.
Los Angeles Tourism & Convention Board

NORTH COAST

John Porter
Benbow Inn & Resort

Travis Scott
Visit Mendocino County

ORANGE COUNTY

James Bermingham
Montage International

Tony Bruno
Great Wolf Lodge Southern California

Jim Burba
Burba Hotel Network

Jay Burress
Visit Anaheim

Josh D'Amaro
Walt Disney Resorts

Ed Fuller
Orange County Visitors Association

Paul Sanford
Wincome Hospitality

Johnathan Whitehead
Northwest Hotel Corp.

SAN DIEGO COUNTY

Robert Gleason
Evans Hotels

Peter Ronchetti
LEGOLAND California Resort

Joe Terzi
San Diego Tourism Authority

SAN FRANCISCO BAY AREA

Gary Buffo
Pure Luxury Transportation

Ted Burke
Shadowbrook Restaurant

Kevin Carroll
Hotel Council of San Francisco

Mariann Costello
Scoma's Restaurant

Joe D'Alessandro
San Francisco Travel Association

Michael Dunne
Hilton Worldwide

Mark Everton
Visit Oakland

Sandra Fletcher
Simco Restaurant Group

Mike Freed
Passport Resorts

Linsey Gallagher
Visit Napa Valley

Mike Gallagher
CityPASS

Dan Gordon
Gordon Biersch

Maggie Ivy
Visit Santa Cruz County

Karolyn Kirchgessler
Team San Jose

Craig Martin
Le Meridien San Francisco

Jordan Meisner
Hyatt Hotels & Resorts

Sima Patel
Ridgmont Hospitality

Kathy Paver
Pier 39

Anna Marie Presutti
Hotel Nikko

Karl Rice
Santa Cruz Seaside Co.

Bertin Salas
Simco Group/Cova Hotels

Barbara Steinfeld
Visit Tri-Valley

Paul Tormey
AccorHotels

Claudia Vecchio
Sonoma County Tourism

SHASTA CASCADE

Laurie Baker
Shasta Cascade Wonderland Association

Greg Knoell
Hilton Garden Inn Redding

Bruce Spangler
Holiday Inn Express Oroville

STATEWIDE

Paula Beck
Avis Budget Group, Inc.

Jot Condie
California Restaurant Association

Russ Cox
Sheraton Universal Hotel

Roger Dow
U.S. Travel Association

Rusty Gregory
Alterra Mountain Company

Erin Guerrero
California Attractions & Parks Association

Dyana Kelley
California Association of
RV Parks & Campgrounds

Brian King
Marriott International

Robert Koch
Wine Institute

John Lambeth
Civitas

Rosemary McCormick
Shop America Alliance

Rachel Michelin
California Retailers Association

Lynn Mohrfeld
California Hotel & Lodging Association

Barb Newton
California Travel Association

Bobbie Singh-Allen
California Lodging Industry Association

Chris Thompson
Brand USA