

October 25, 2019

To the GPSCVB Board of Directors:

RE: Vote YES on the Visit California Marketing Renewal



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Visit California is working hard on our behalf, but they need our help to continue the marketing programs that are so critically important to the health of California's 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. Thanks to Visit California's global marketing programs, California is now the nation's No. 1 travel destination — bigger than most countries.

Every six years, the industry considers whether to continue the program. 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.

Visit California uses its resources very efficiently — 88 percent of its budget is allocated directly to global marketing programs, 10 percent better than the national average for state DMOs.

I am asking you to vote YES this year to ensure Visit California is renewed.

Ballots will be mailed Nov. 27, 2019, and votes must be submitted by Dec. 31, 2019. Please watch for your ballot in the mail. For more information, please visit [renew.visitcalifornia.com](http://renew.visitcalifornia.com).

Sincerely,

A handwritten signature in black ink, appearing to read "Scott White", written over a light blue horizontal line.

Scott White  
President & CEO