

VOICES CARRY: THE POWER OF AN INDUSTRY UNITED



Barb Newton
President & CEO
CalTravel





CALIFORNIA
TRAVEL
ASSOCIATION

Tourism's United Voice

VISION & MISSION

A stylized map of California is shown in a light yellow color, positioned within a larger circular graphic that consists of several concentric rings in shades of yellow and orange. The map is oriented vertically, with its top pointing towards the upper right of the frame.

CalTravel is the influential, unified voice of the travel and tourism industry in California.

It protects and advances the interests and investments of California's travel industry through advocacy, collaboration, and education.



OUR VALUES

COLLABORATION

ADVOCACY EDUCATION

AGILITY **SUSTAINABILITY**

INFLUENCE **KNOWLEDGE**

ACCOUNTABILITY

WHO WE ARE



CalTravel members include CVBs, destinations, resorts, amusement parks, sports venues, transportations companies, industry associations, ad agencies, media companies, and other organizations for whom travel and tourism advocacy is important.

EXECUTIVE COMMITTEE



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John Lambeth
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At-Large EC Director
Melyssa Laughlin
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President and CEO
Barb Newton
CalTravel



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Disneyland Resort



Secretary
Gary Buffo
Founder and President
Pure Luxury Transportation



THE IMPORTANCE OF TOURISM IN CALIFORNIA



\$132.4B

IN DIRECT SPENDING



EIGHTH CONSECUTIVE YEAR OF

GROWTH



\$10.9B

IN STATE & LOCAL TAXES



1.1MM

TRAVEL & TOURISM JOBS

**Dean Runyan Associates, 2017*



CALTRAVEL & VISIT CALIFORNIA

We work closely with, but are distinct from, Visit California. We support each other and the tourism industry to ensure California tourism's success.

CalTravel

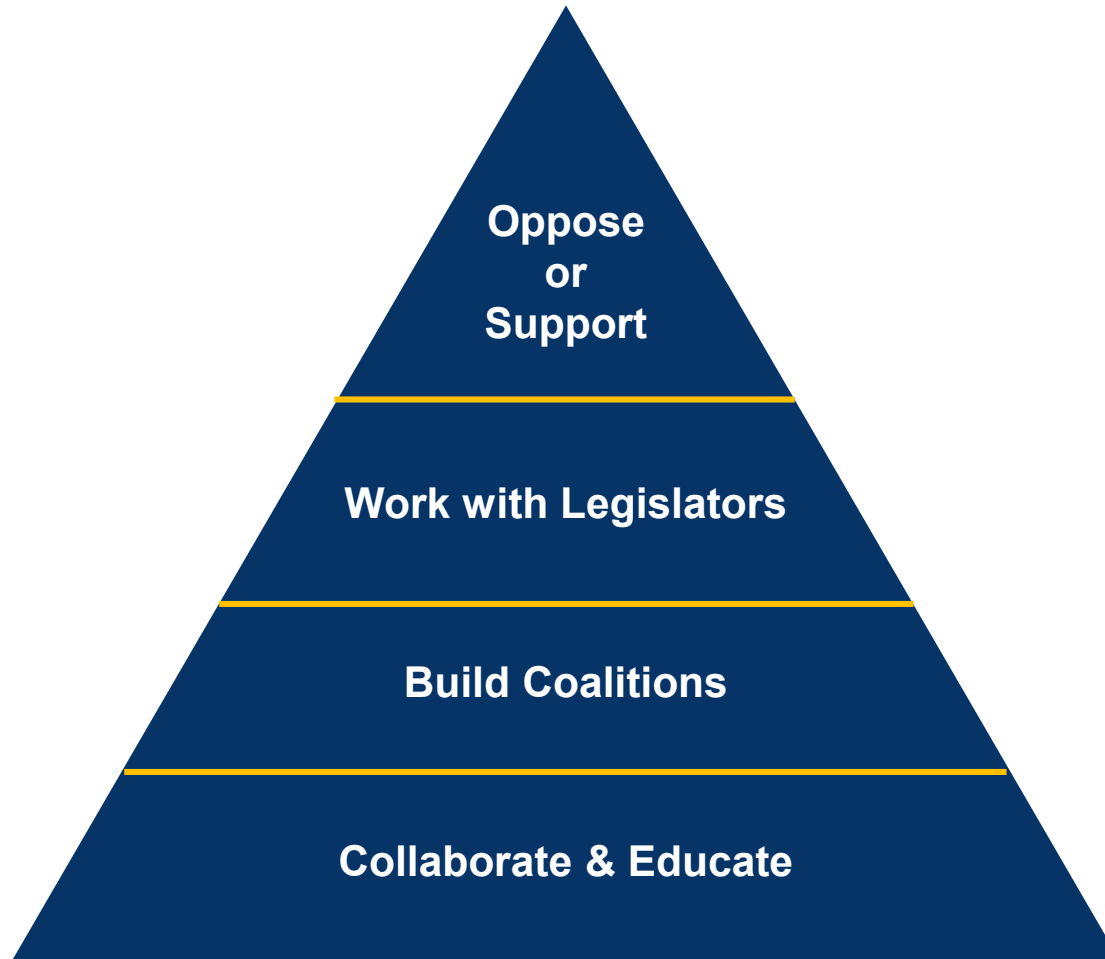
- Primarily B-to-B
- Promote and protect the California tourism industry
- Work with state and national legislators
- Advocacy resource for the California travel and tourism industry

Visit California

- Primarily B-to-C
- Create desire for the California tourism experience to visitors out-of-state and around the world
- Marketing resource for the California travel and tourism industry



ADVOCACY MODEL



CALIFORNIA'S 40TH GOVERNOR

- Governor Newsom has the strongest voter mandate in decades.
- His vision for the state includes:
 - Early childhood education and healthcare for all
 - Tackle the state's homelessness and affordable housing crisis
 - Continuing to combat climate change





ASSEMBLY SUPERMAJORITY

- Assembly Democrats outnumber Republicans **61-19**
- Democrats maintained their supermajority and picked up 5 seats that were previously held by Republicans, including:
 - Asm. Rebecca Bauer- Kahan (Dublin)
Formerly held by Catharine Baker
 - Asm. Christy Smith (Santa Clarita)
Formerly held by Dante Acosta
 - Asm. James Ramos (Rancho Cucamonga)
Formerly held by Marc Steinorth
 - Asm. Cottie Petrie-Norris (Huntington Beach)
Formerly held by Matthew Harper
 - Asm. Tasha Boerner Horvath (Oceanside)
Formerly held by Rocky Chavez



SENATE SUPERMAJORITY

- Senate Democrats gained a supermajority in the Senate **28-10**
- Democrats picked up 2 Republican seats in the San Joaquin Valley, including:
 - Sen. Anna Caballero (Ceres)
Formerly held by Anthony Cannella
 - Sen. Melissa Hurtado (Hanford)
Formerly held by Andy Vidak



2019-2020 LEGISLATIVE SESSION

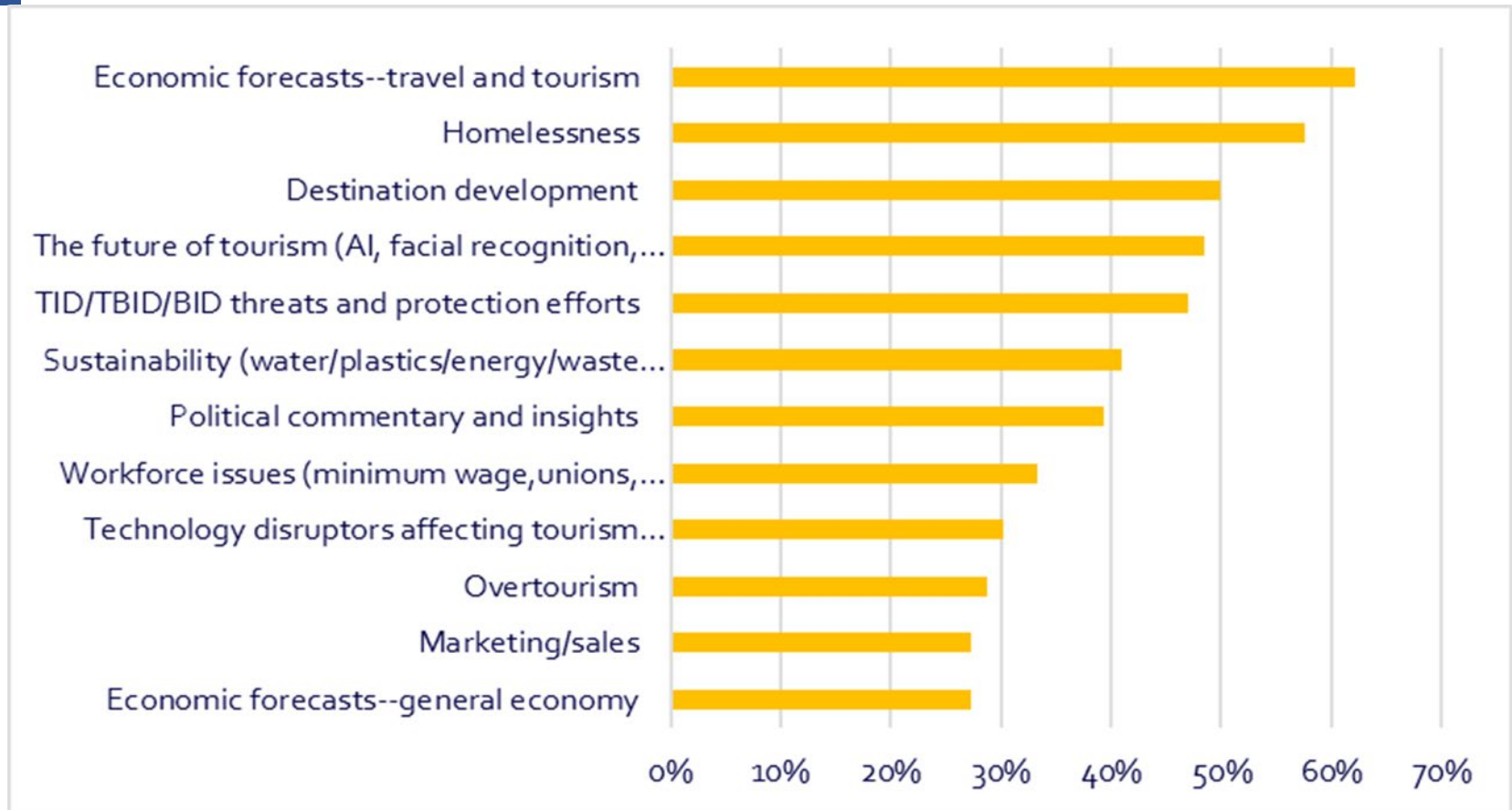
- Over **2,000 bills** introduced
- CalTravel tracking **120 bills** of significance to the travel and tourism industry

So far, **15 Support**

12 Oppose

- Lots of: legislation related to homelessness, worker protections, environmental regulation, social justice, tax proposals

2019 INDUSTRY HOT ISSUES





2019-20 ADVOCACY PRIORITIES

- Protecting our funding models
- Ensuring a level playing field
- Competing for visitors
- Providing a positive visitor experience
- Promoting tourism job creation
- Advocating for common sense regulation



THREATS TO TOURISM FUNDING

- Over the last 20 years, California lodging and tourism business owners have created over 100 TIDs (Tourism Improvement Districts)
- California TIDs generate almost \$300 million in revenue
- ROI ranges from \$7:1 to \$50+:1
- Prop 26 states that every levy by a local government is a tax unless it falls into 7 exceptions and needs 2/3 vote
- TIDs are not called out in the exceptions
- There have been 8 lawsuits in California so far challenging them
- BerkeleyLaw report on Homeless Exclusion Districts targeted at future regulation of BIDs
- ASM Chiu tried to introduce legislation to carve out some restaurants and retail from Visit CA assessment
- CalTravel has established a TID Fund for protection and education



2019-2020 LEGISLATION OF NOTE

SB 640 (Moorlach): Mental health services: gravely disabled SUPPORT

This bill would change the definition of “gravely disabled” to read, in part, a condition in which a person, as a result of a mental health disorder, is incapable of making informed decisions about, or providing for, the person’s own basic personal needs for food, clothing, or shelter without significant supervision and assistance from another person and, as a result of being incapable of making these informed decisions, the person is at risk of substantial bodily harm, dangerous worsening of a concomitant serious physical illness, significant psychiatric deterioration, or mismanagement of the person’s essential needs that could result in bodily harm.

Status: In committee hearings



2019-2020 LEGISLATION OF NOTE

AB 728 (Santiago): Homeless multidisciplinary personnel teams SUPPORT

This bill would expand the goals of the homeless adult and family multidisciplinary personnel team to include facilitating the expedited identification, assessment, and linkage of individuals at risk of homelessness, as defined, to housing and supportive services, and the expedited prevention of homelessness, and to allow members of the team to access and share the confidential information.

Status: In committee hearings



2019-2020 LEGISLATION OF NOTE

AB 5 (Gonzalez): Worker status: independent contractors- OPPOSE (currently opposed, watching for amendments)

This bill would state the intent of the Legislature to codify the decision in the Dynamex case and clarify its application to determine the status of a worker as an employee or independent contractor. The Labor Code makes it a crime for an employer to violate specified provisions of law with regard to an employee. By expanding the definition of an employee for purposes of these provisions, the bill would expand the definition of a crime.

Status: In committee hearings



2019-2020 LEGISLATION OF NOTE

AB 138 (Bloom): California Community Health Fund OPPOSE

This bill would impose a fee on every distributor for the privilege of distributing bottled sugary drinks and concentrate in the state at a rate of \$0.02 per fluid ounce. *Status: Hearing canceled by author*

AB 764 (Bonta): Sugar-sweetened beverages: non-sale distribution incentives OPPOSE

This bill would regulate promotion and marketing activities related to sugar-sweetened beverages by prohibiting a beverage company from giving or offering incentives or other financial support to compensate distributors or retailers for the cost of promotional offers, coupons, or other incentives. *Status: In committee*

AB 766 (Chiu): Unsealed beverage container portion cap OPPOSE

This bill would prohibit a retailer from selling an unsealed beverage container that is able to contain more than 16 fluid ounces of sugar sweetened beverages. *Status: Hearing canceled by author*



2019-2020 LEGISLATION OF NOTE

AB 1162 (Kalra): Lodging establishments: personal care products: small plastic bottles WATCH

This bill would prohibit a lodging establishment from providing a small plastic bottle less than 12 ounces containing a personal care product to a person staying in a sleeping room accommodation.

Status: In committee hearings



2019-2020 LEGISLATION OF NOTE

AB 161 (Ting): Solid waste: paper waste: electronic proofs of purchase **OPPOSE**

This bill would require after January 1, 2022, a point-of-sale proof of purchase for the retail sale of food, alcohol, or other tangible personal property or services to be provided only in electronic form.

Status: In committee hearings



2019-2020 LEGISLATION OF NOTE

SB 736 (Umberg): Creative Economy Incentive Task Force SUPPORT

This bill would enact the Creative Economy Incentive Task Force, which would be administered by GO-Biz, for the purpose of providing loans to cities, counties, and joint powers agencies to provide assistance in financing a creative economy event. The bill would establish the Creative Economy Incentive Program Fund, which, upon appropriation, would be used to carry out these provisions.

Status: Out of Committee to Appropriations



2019-2020 LEGISLATION OF NOTE

SB 23: Unlawful entry of a vehicle (Wiener) SUPPORT

Existing law defines the crime of burglary to include entering a vehicle when the doors are locked with the intent to commit grand or petit larceny or a felony. This bill would make forcibly entering a vehicle with the intent to commit a theft therein a crime punishable by imprisonment in a county jail for a period not to exceed one year or imprisonment in a county jail for 16 months, or 2 or 3 years.

Status: Placed on Appropriations suspense file

FULL LIST OF KEY LEGISLATION

AB 5: Worker status: independent contractors **X**

AB 138: California Community Health Fund (sugary drinks) **X** hearing canceled

AB 143: Shelter crisis: homeless shelters: County of Orange **✓**

AB 161: Solid waste: paper waste: electronic proofs of purchase **X**

AB 170: Employment: sexual harassment: liability **X**

AB 171: Employment: sexual harassment **X** suspense file

AB 728: Homeless multidisciplinary personnel teams **✓**

AB 764: Sugar-sweetened beverages: non-sale distribution incentives **X**

AB 765: Health Checkout Aisles for Healthy Families Act **X** hearing canceled

AB 766: Unsealed beverage container portion cap **X** hearing canceled

AB 960: CalWORKs: homeless assistance **✓** suspense file

AB 1227: Sport fishing licenses: 12-consecutive-month licenses **✓**

AB 1235: Homeless youth prevention centers **✓**

AB 1308: Students in hotel management or culinary arts programs: tastings **✓**

AB 1387: Sport fishing licenses: 12 consecutive month licenses **✓** suspense file

FULL LIST OF KEY LEGISLATION

AB 1534: Regional Homeless Management Planning Act ✓

AB 1664: California tourism: assessments: restaurants and retail industry ✗

SB 23: Unlawful entry of a vehicle ✓
suspense file

SB 40: Conservatorship: serious mental illness and substance use disorders ✓

SB 58: Alcoholic beverages: hours of sale ✓
suspense file

SB 142: Employees: lactation accommodation ✗

SB 171: Employers: annual report: pay data ✗
suspense file

SB 317: Hazardous waste: waste facilities: prohibited chemicals ✓
suspense file

SB 518: Public records: disclosure: court costs and attorney's fees ✗

SB 543: Pedicabs ✓

SB 640: Mental health services: gravely disabled ✓

SB 736: Creative Economy Incentive Program ✓

USE CALTRAVEL VOTERVOICE

<https://caltravel.org/advocacy/votervoice-action-center/>

SB 736

SB 736: Creative Economy Incentive Program.

2019-2020 Regular Sessions

SB 736, as amended, Umberg. Creative Economy Incentive Program. Task Force. Existing law, the Economic Revitalization Act, establishes the Governor's Office of Business and Economic Development, also known as "GO-Biz" to, among other duties, serve the Governor as the lead entity for ec ...


[Show More](#)

Explanation
Category: 2019-2020 Regular Session

✓ We support this bill

This bill would, until an unspecified date, enact the Creative Economy Incentive Program, which would be administered by GO-Biz, for the purpose of providing loans to cities, counties, and joint powers agencies to provide assistance in financing a creative economy event. The bill would require a city, county, or joint powers agency to apply to GO-Biz for a loan pursuant to the program on an application that contains specified minimum information. The bill would require an applicant who receives funds under these provisions to comply with repayment and reporting requirements. The bill would authorize the office to form a steering committee to make recommendations to the office regarding applicants under the program. The bill would establish the Creative Economy Incentive Program Fund, which, upon appropriation, would be used to carry out these provisions.

Sponsors

 [Senator Tom Umberg \(D-CA-034\)](#)

Actions

4/26/2019	Set for hearing May 6.
4/23/2019	From committee: Do pass and re-refer to Com. on APPR. (Ayes 9. Noes 0. Page 770.) (April 22). Re-referred to Com. on APPR.
4/22/2019	From committee with author's amendments. Read second time and amended. Re-referred to Com. on B., P. & E.D.

More Information
https://leginfo.ca.gov/faces/billStatusClient.xhtml?bill_id=20192020058736

Close



SPLIT ROLL BALLOT MEASURE

California Schools and Local Communities Funding Act

Prop 13, passed in 1978, limited increases in property taxes. This Act would amend Prop 13 to split the state's property tax roll into residential and commercial categories, and revoke Prop 13 protections for business properties, taxing them at current market rate. Increased tax funding would go to education.

Voters will consider that measure in November 2020, unless the legislature negotiates a deal with the proposition's proponents (likely for another tax) in exchange for pulling Split Roll off the ballot.

There is also a proposed constitutional amendment, ACA 1, which would change Prop. 13's supermajority requirement, requiring only a 55 percent voter approval for special taxes. It needs a two-thirds vote in each house to make it to the 2020 ballot.

Polls show a majority of residents (56 percent) and likely voters (54 percent) would approve of "split roll" ballot measure.

THE CALTRAVEL PAC

The CalTravel PAC educates policy makers on the importance of travel and tourism to our state. Growing the PAC is the number one strategic priority to increase influence, visibility and credibility for CalTravel advocacy.

- PAC Trustee Board is co-chaired by Joe Terzi and John Lambeth
- Increased from \$30k per year to \$150k in 2018



MEMBERSHIP



When it comes to tackling legislation that can have an impact on your business or organization, it's important to have a seat at the table. CalTravel effectively advocates on its membership's behalf, and prides itself on keeping members informed on important issues and providing valuable opportunities for collaboration.



MEMBERSHIP BENEFITS

- **Stay informed:** CalTravel members receive our member-only newsletter, which we use to keep you up to date on important tourism news and insights.
- **Get access:** CalTravel members have access to Political Solutions, a highly regarded lobbying firm, for support and insight on political issues facing their organization.
- **Broadcast your news:** Send us your news, events, press releases, job openings and industry RFPs; we will help you get the word out!

**Dean Runyan Associates, 2017*



MEMBERSHIP BENEFITS

- **Raise your voice:** CalTravel members have access to our VoterVoice tool to help you easily participate in advocacy campaigns, communicate with elected officials, and find bills and other advocacy information at your fingertips.
- **Receive exclusive discounts:** CalTravel members receive a significant discount on registration for the annual CalTravel Summit, the must-attend tourism industry conference.
- **Join a committee:** CalTravel committees offer a venue for collaboration while allowing members to further develop their careers and add value to their organizations.

**Dean Runyan Associates, 2017*

PARTNERSHIPS & SPONSORSHIPS



In addition to membership, partnerships and sponsorships also help fund CalTravel's important advocacy work throughout the year.

PREMIUM & SUPPORTING PARTNERS



2019 CTS SPONSORS



UPCOMING EVENTS



Summer Board Meeting and Tourism Advocacy Day, June 18-19
The Kimpton Sawyer Hotel, Sacramento

CalTravel Summit 2019, September 10-13
JW Marriott at LA LIVE, Los Angeles

A complete calendar of events and registration details can be found on caltravel.org

TOURISM ADVOCACY DAY

- Join us June 19 for group meetings with legislators to raise the awareness of and support for tourism
- It's fun, educational, and you are invited!



**Dean Runyan Associates, 2017*





“Those who cannot not change
their minds cannot

CHANGE ANYTHING.”

— George Bernard Shaw

ADVOCACY • EDUCATION • UNITY

**VOICES
CARRY**

CalTravel Summit
LOS ANGELES

— SEPTEMBER 9-13, 2019 —

We all have a voice.
Some whisper, some roar.
If you can roar,

ROAR FOR OTHERS.

~ M.L. Shanahan

ADVOCACY • EDUCATION • UNITY

**VOICES
CARRY**

CalTravel Summit

LOS ANGELES

— SEPTEMBER 10-13, 2019 —

REGISTER TODAY

The 37th annual CalTravel Summit brings the leading voices of travel and tourism together for four days of timely, issue-driven content; expert insights; interactive workshops; inspiration; and one of a kind opportunities to network in the heart of downtown Los Angeles.

September 10-13, 2019 at JW Marriott at LA LIVE.

Event schedule and registration details on caltravelsummit.com.



CALIFORNIA
TRAVEL
ASSOCIATION

THANK YOU

Tourism's United Voice