

2018 VISIT CALIFORNIA  
**Outlook**  
FORUM

All *Dreams*  
Welcome



# DMO CEO Roundtable



**Roger Dow**

President & CEO

U.S. Travel  
Association



**Scott White**

President & CEO

Greater Palm  
Springs CVB  
Chair, California  
Travel Association



**Jon Albert**

Founder

Jack & Jill Late  
Stage Cancer  
Foundation

**Roger Dow**  
President & CEO  
U.S. Travel  
Association



U.S. TRAVEL  
ASSOCIATION



# Scott White

President & CEO  
Greater Palm Springs  
CVB  
Chair, California Travel  
Association







## California Travel Association



## CalTravel Mission & Vision

**Vision:** CalTravel is the influential, unified voice for the travel and tourism industry in California.

**Mission:** CalTravel protects and advances the interests and investments of California's travel industry through **advocacy, collaboration, and education.**

CalTravel is the **only** organization that advocates at the state level for the entire travel and tourism industry.

Our **280+ members** are made up of **82 DMOs**, plus attractions, hotels, airports, airlines, rental car companies, sports venues and state industry associations - whom travel and tourism is vital.





## CalTravel Executive Committee

Barb Newton	President & CEO	CalTravel
Scott White	Chair	Greater Palm Springs CVB
Alan Suchodolski	1st Vice Chair	aRes Travel - Advanced Reservation Systems, Inc
Patti MacJennett	Treasurer	Los Angeles Tourism and Convention Board
Amy Blaschka	Secretary	rbp Consulting
John Lambeth	Legal Counsel	Civitas Advisors
Joe Terzi	Immediate Past Chair	San Diego Tourism Authority
Gary Buffo	At-Large EC Director	Pure Luxury Transportation
Jay Burress	At-Large EC Director	Visit Anaheim
Joe D'Alessandro	At-Large EC Director	San Francisco Travel Association
Chuck Davison	At-Large EC Director	Visit SLO CAL
Kathy Janega-Dykes	At-Large EC Director	Visit Santa Barbara
Kelly Miller	At-Large EC Director	Visit Huntington Beach



## **CalTravel Success Factors**

**Legislative Influence**

**Growing our PAC**

**Sustainable Funding**

**Highly Satisfied Members**

**Active and Engaged Board**



## CalTravel Legislative Influence

- **Raised \$254k** from DMOs and DI for TID protection - Thank you!
- Commissioned research on ROI of TIDs, produced marketing materials, and engaged consultants to advise on legislative strategies to protect TIDs
- **Political Solutions** is the lobbying firm for CalTravel and is ranked in the **top 25**
- Board approved an **Annual Rally Day** and legislative reception in Sacramento
- Reviewed **2,495 introduced bills** to assess importance to travel and tourism industry





## 2017 CalTravel Legislative Influence

### CalTravel Tracked 101 bills: 15 Support, 13 Oppose

977 bills made it to the Governor's desk

859 were signed into law, and 118 were vetoed

**7** CalTravel Support bills signed into law

**2** CalTravel Oppose bills signed into law

(AB 168, salary history, and SB 63 parental leave)

**1** CalTravel Oppose bill vetoed

(AB 978, injury and illness prevention documents)



## 2017 Legislative Influence

**Engaged earlier** in the process by working with legislators and their staff as they explored potential legislation

**Barb Newton testified at committee hearings**, collaborated with other state associations, spoke at Legislators' Town Halls

CalTravel **authored over 2 dozen letters** to state and federal legislators and offices on behalf of member concerns

Engaged with Franchise Tax Board, California Coastal Commission, Bureau of Cannabis Control



## Growing Legislative Influence / Strategic Plan

Increase key legislator engagement strategy with Political Solutions – Grow PAC

**Develop a communications strategy** to produce consistent content across all platforms - Retain a firm or hire staff / funding needed

Implement roundtables with legislators in-district – CalTravel and/or DMO

Grow the Ambassador program – Become a **CalTravel Ambassador**  
**Be one of our regional representatives!** See Kelly Powers, Chair

Reviewing the **Cal Travel Summit format** – possibly move the conference to the Fall and rebrand to attract legislators. “Governors Conference on Tourism”

**VoterVoice App** - utilize this advocacy tool, to make it easier to engage with our industry and legislators





## 2018 Legislative Session

Expecting **2,000+** bills to be introduced

A few bills introduced so far this session that we are watching

**AB 1884** Assembly member Ian Calderon (D- Whittier)

This bill would prohibit a food facility where food may be consumed on the premises from providing single-use plastic straws to consumers unless requested by the consumers



## Current Legislative Session

**AB 1761** Assembly member Al Muratsuchi (D-Torrance) and Assembly member Bill Quirk (D-Hayward)

Proposing a bill requiring “panic buttons” for hotel workers so they can summon help if abused by a guest. Would also require individual hotels to impose a three-year ban on guests who engage in harassment on the property.

California's Unite Here Local 11 has been calling for the action proposed in the legislation.



## Growing CalTravel PAC

The CalTravel PAC total contributions made to elected officials in 2017 was **\$20,000** with ending cash total of **\$73,000**.

The **California Restaurant Association's** total contributions made to elected officials in 2017 was **\$141,521** with ending cash total of \$101,831.

The **California Hotel Lodging's** total contributions made to elected officials in 2017 was **\$102,786** with ending cash total of \$171,019.

California Chamber of Commerce – \$769,919

NextGen Climate Action – \$670,897

California Teachers Association – \$578,812





**Thank you** to the following organizations for their recent commitment of **\$5,000 to the CalTravel PAC.**

**Civitas Advisors**

**Universal Studios**

**SeaWorld**

**Greater Palm Springs CVB**

**San Diego Tourism Authority**

**Pure Luxury Transportation**

**Visit Newport Beach**

**\$35,000 new funds for our PAC**

Organizations are not limited on the amount they can contribute!

**Our goal is to have a PAC with a sustained level of \$200,000+**



## PAC Fund-raising Initiatives

- Instituted **\$5k Give or Get** each election cycle for PAC Trustee Board
- Proceeds of the **2018 CalTravel Summit live auction** to go to the PAC (last year raised \$15k)
- Increased suggested **PAC contribution from 10% to 15%** on membership renewal (organizations not limited)
- Create new and different PAC dinners / events – got an idea, share it!
- **Create a regional fund-raising event!** Collaborate in your region to generate awareness and revenue!



## Get Involved in CalTravel

- **Attend a quarterly board meeting! The next one is Feb 27-28 in Sacramento.**
- Annual **Travel and Tourism Rally Day** in Sacramento (this year, **Feb 28**. Come and bring a colleague!).
- **Attend CalTravel Summit and bring a board member or staff:**  
Hilton Bayfront **San Diego, May 29-June 1.**





## Get Involved in CalTravel

- Donate to the **CalTravel Auction**. Live auction proceeds go to the PAC, balance goes to underwriting the work of CalTravel
- Hold a **PAC fund-raising event** in your destination or increase your organizational contribution.
- Consider **upgrading your partnership!** Please connect with Barb and learn more about being a **Premium or Supporting partner!**



Thank You!



**Jon Albert**  
Founder  
Jack & Jill Late  
Stage Cancer  
Foundation





Jack & Jill  
Late Stage Cancer  
FOUNDATION™

*Memories become our greatest inheritance.™*

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