

California Cultural and Heritage Tourism Corps (CCHTC)

Ongoing

Program Description

The California Cultural and Heritage Tourism Corps (CCHTC), supported by CTTC, brings together federal, state, tribal, local, nonprofit, corporate and private organizations and interests to promote and enhance the joint benefits of cultural and heritage resource preservation and tourism promotion. Cultural tourists spend substantially more money than most other tourist groups, greatly benefiting California's tourism numbers. While CCHTC works to advance the role of culture and heritage throughout the state, CTTC supports and encourages the coordination of directing travel to rural areas.

Target Audience

Visitors to California. Arts, culture and history attracts millions of visitors to California each year. Those visitors, in turn, help preserve and sustain California's culture and heritage through their spending and support.

Objectives & Reach

To further its mission, CCHTC works to:

- Facilitate cross-agency, cross-county, and cross-regional communication and partnerships among agencies and organizations that have an interest in arts, culture, heritage and tourism.
- Serve as a catalyst to identify governmental, corporate and private funding opportunities and resources that can be applied to CCHTC-supported cooperative efforts.
- Encourage local and regional collaboration on cultural and heritage preservation and tourism and serve as a resource for such efforts.
- Facilitate cooperative promotional projects and events.
- Attract governmental, corporate and private contributions for historic preservation, arts and cultural promotion.

- Promote a greater understanding of the benefits associated with arts, culture and heritage preservation and tourism among the public, the media and policymakers.
- Develop a sponsorship plan with CTTC to further fund and move forward with CCHTC strategic plan.

Results & Accomplishments

- CCHTC has worked with the cultural heritage community to provide cooperative marketing, educational and networking opportunities.
- Continued *Insights Online* column called “Funding and Award Opportunities,” which provides cultural and heritage groups with information on grants, awards and educational programs, both federal and state.
- Seeking and applying for cultural and heritage tourism grant opportunities to assist in educational forums and statewide conference.
- Creating relationships with state agencies to further promote cultural and heritage tourism and provide regions with information regarding benefits available to them through these agencies. Agencies and organizations include Watchable Wildlife, California Recreation and Parks Roundtable, California Museum, CALED, League of Cities, National Main Street, Preserve America, National Trust, Historic Roads, Cultural Heritage Tourism Alliance, and U.S. Cultural and Heritage Tourism Marketing Council.
- Helping to endorse the growing interest in agritourism and culinary tourism through the promotion of Land of Wine and Food Web site and speaking engagements at rural regional workshops.
- Promoting the California Outdoor Bill of Rights at regional workshops and conference. See www.calroundtable.org.
- Bringing together partners to focus on scenic byways and historic roads throughout the state (see Scenic Byways Program).
- Working to better promote the 12 California missions and historic adobes on visitcalifornia.com.
- Working with CTTC Web development to better promote culture and heritage on visitcalifornia.com.

New! Cultural Heritage Marketing

- Regional representatives and cultural heritage contacts participate on quarterly conference calls to discuss opportunities for marketing culture and heritage. These quarterly meetings have been scheduled for partners; however, when marketing opportunities arise, special meetings will be arranged. Individuals interested in representing their town, city or region are welcome to participate.
- Two media meetings have been held to discuss the creation of “travel package for airtime” marketing opportunities throughout the state. Regions are working with their partners to promote travel during the coming summer holiday.
- Working with regions to promote participation in the 2010 *Cultural Traveler* publication in an effort to expand California section to 12-page spread.
- Coordination of annual Cultural Heritage Tourism Symposium (see CCHTC’s 6th Annual Symposium).

Program Contact(s)

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