State Policy Initiatives

Ongoing

Program Description

As CTTC enjoys a good working relationship with California state government entities, as it is important that CTTC is in constant communications with key governmental agencies that many times have an effect on travel industry businesses.

Target Audience

Governmental agencies

Objectives & Reach

To understand the current policies and programs of state government that either directly or indirectly affect the travel industry and/or the California Travel and Tourism Commission.

Results & Accomplishments

Issues recently before the CTTC staff have included, but are not limited to:

- In April, CTTC held its first annual Partners in Hospitality and Tourism Reception in partnership with the California Restaurant Association (CRA). Over 100 guests, including California Assembly Representatives, gathered to communicate the importance of the travel and tourism industry to California's legislative members.
- CTTC has been working with the California Association for Local Economic Development (CALED) and with local economic development associations to leverage scarce resources to promote business locations and visitation to local communities.
- CTTC tracks the California State budget as it relates not only to the sister State Office of Tourism Operations, but also the effects that budgetary policy may have upon CTTC stakeholders.
- CTTC is currently working with the California Museum and sees many synergies and useful possible integrations with the California Legacy

Trails, a new education program at the California Museum that highlights the unique personal stories that have made our state so great. CTTC hopes to promote this program at the 6th Annual California Cultural and Heritage Tourism Symposium. CTTC plans to promote California Legacy Trails on visitcalifornia.com.

- Other state and federal agencies working with CTTC on heritage and cultural asset promotion include but are not limited to: Bureau of Land Management, State Office of Historic Preservation, National Parks Service, U.S. Forest Service, California State Parks and the California State Indian Heritage Center. These agencies are regularly adding content and links to our Web site, and support our workshops and annual Symposium.
- CTTC meets routinely with the California Department of Transportation regarding current efforts to rehabilitate and expand the Safety Roadside Rest Area System. With over 100 million consumers visiting these rest stops annually, it is important that the travel industry support any positive policy affecting roadside rest area issues.
- CTTC is responsible for delivering to BTH Secretary/Commission Chair Bonner a myriad of reports and briefings in addition to participating in a daily news briefing, a weekly action report, the BTH Directors meetings and reports, the Chief Deputy Director meetings, and the PR recap and meetings.
- The Amgen Tour of California has become the second biggest bicycle race in the country. CTTC works with a myriad of state agencies to facilitate permitting, safety, security, accommodations and an overall successful event. We are now beginning planning for 2010 after an extremely successful race in February 2009.

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