



BOARD OF DIRECTORS AGENDA REPORT

MEETING DATE: **NOVEMBER 16, 2023** ITEM: **8D**

SUBJECT: **Vote on Whether or Not to Endorse Advocacy by California Travel Association to Create a California Special Events Fund**

DATE: November 9, 2023

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

Action Item

BACKGROUND

Nearly half of the states across the country have a dedicated special event fund that helps local communities in those states attract exciting events from around the world. While California is no stranger to hosting events, the state does not currently have a dedicated event fund which means that venues, cities and sports teams are often left to use their limited budgets to help attract events big and small to their regions.

The California Travel Association (caltravel.org) has been formed to work with the State of California on legislation that would create a dedicated event fund. As a year-round event venue, OC Fair & Event Center has much to gain from the state creating such a fund.

Attached is an impressive list of venues and organizations that have already endorsed this initiative. Because the initiative will involve advocacy efforts with California state legislators, staff is asking for the Board's support in the OC Fair & Event Center being added to the list of venues and organizations that endorse the initiative. There is no fiscal impact for the District in doing so.

RECOMMENDATION

It is staff's recommendation that the Board approve the CEO adding the OC Fair & Event Center to the list of venues and organizations that support the initiative to advocate for a California special event fund.



CALIFORNIA
TRAVEL
ASSOCIATION

We Support a California
Dedicated **Event Fund**

Endorsements

- California Travel Association
- Amador Council of Tourism
- Amanzi Ascend Hotel Collection
- Bay Area Host Committee
- Best Western Plus Inn of Ventura
- Beverly Hills Chamber of Commerce
- Beverly Hills Conference and Visitors Bureau
- Brighton Management
- California Golf Associates
- California Hotel & Lodging Association
- California Attractions and Parks Association
- California State University, Monterey Bay
- Casa de Fruta
- Central City Association of Los Angeles
- Chula Vista Elite Athlete Training Center
- City of Mission Viejo
- Coraggio Group
- Costa Mesa Chamber of Commerce
- Dana Wharf Sportfishing and Whale Watching
- Dignity Health Sports Park
- Discover Claremont
- Discover Coronado
- Explore Butte County
- Giants Enterprises
- GO CAL (Greater Ontario)
- Golden State Warriors/Chase Center
- Hilton San Francisco Union Square
- Hotel Association of Los Angeles
- Intuit Dome
- JW Marriott Los Angeles
- Kia Forum
- Knott's Berry Farm
- Los Angeles Clippers
- Los Angeles Convention & Visitors Board
- Los Angeles County Economic Development Corporation
- Los Angeles Football Club - LAFC
- Los Angeles Galaxy
- Los Angeles Sports & Entertainment Commission
- Los Angeles Rams
- Love Catalina Island, Catalina Island Tourism Authority
- Movimiento de Arte y Cultura Latino American (MACLA)
- Petaluma Visitors Program
- Placer Valley Tourism
- Ramada Santa Barbara
- Rancho Cordova Travel & Tourism
- Rose Bowl Stadium
- Sabio, Inc.

- Sacramento Metro Chamber of Commerce
- Sacramento Region Business Association
- San Diego Legion
- San Francisco 49ers
- San Francisco Travel Association
- San Jose Earthquakes
- San Jose Jazz
- San Jose Sports Authority
- Santa Barbara South Coast Chamber of Commerce
- Santa Monica Pier Corporation
- Santa Rosa Metro Chamber of Commerce
- School of Arts and Culture at Mexican Heritage Plaza
- SeaWorld
- Sonoma County Tourism
- Spectrum Sports Management, Inc.
- Sports San Diego
- Surf Sports
- Travel Costa Mesa
- Travel Santa Ana
- UFC- Ultimate Fighting Championship
- Universal Destinations and Experiences
- Valley Industry and Commerce Association
- Ventura County Lodging Association
- Ventura Port District
- Visit Greater Palm Springs
- Visit Huntington Beach
- Visit Napa Valley
- Visit Oakland
- Visit Oceanside
- Visit Sacramento
- Visit Santa Barbara
- Visit SLO CAL
- Visit Stockton
- Visit Tri-Valley
- Visit Ventura
- Visit West Hollywood
- Visit Yosemite | Madera County