





March 3, 2021

The Honorable Gavin Newsom
 Governor of California
 State Capitol
 Sacramento, CA 95814

Re: Lack of State Guidelines for Corporate Meetings, Events and Conventions is Preventing California from Competing with Other States for Business in 2022 and Beyond. We Need Guidelines Today.

Dear Governor Newsom:

As you know, business meetings, trade shows and conventions are a major driver of California's broader tourism industry accounting for \$66.1 billion in direct spending and 457,000 jobs in 2019, according to two October 2020 studies by Oxford Economics.^{1 2} The same studies also found California is losing \$4.1 billion each month we continue to delay safely reopening for meetings and events.

This sector of the economy has been devastated by the pandemic. We write to you today, however, not about present economic impacts, but to sound an alarm about our ability to win this business back in the coming years.

¹Oxford Economics, October 2020, "[Economic Impact of Conventions and Trade Shows in California.](#)" (page 5)

"Direct spending" represents spending by convention/trade show visitors and business-related spending by convention/trade show organizers and exhibitors.

²Oxford Economics, October 2020, "[Economic Impacts of Meetings in California.](#)" (page 6)

"Direct spending" represents spending by exhibition visitors and business-related spending by exhibition organizers and exhibitors.

That is because your “Blueprint for a Safer Economy” has no mention of this sector of the tourism industry and no guidelines for safe future re-opening have been issued or even discussed by your administration. This silence sends a misleading signal that California is closed indefinitely. We can’t imagine this is your intent.

Other states are exploiting this perception to poach corporate meeting and events ***that would otherwise take place in California in 2022 and well into the future.***

This exploitation is happening because planning and booking for this sector of the economy requires several months and sometimes years of lead time. Our convention centers, hotels and other meeting venues can’t compete for *future* events - including the jobs and desperately needed local revenue that come with them - when it appears California is closed indefinitely.

Even if guidelines came out tomorrow, our communities and California stand to lose billions more revenue and thousands of hard-working Californians will remain out of work.

Every other state released protocols and has been safely holding meetings during the pandemic, but California has prohibited meetings of any size since the state’s stay at home order went into effect on March 19, 2020.

This is why it is critical your administration immediately release guidelines for the safe, *future re-opening of business meetings, events, and conventions.*

You may recall, we wrote to you in June 2020 to share the attached proposed safety guidelines prepared by a diverse coalition of organizations that manage convention and meeting venues and represent labor organizations and workers who depend on this business for their livelihoods.

These protocols adhere to safety standards established by the Centers for Disease Control and Prevention (CDC) and your own California Department of Public Health (CDPH). They include best practice recommendations for sanitation, staff training, physical distancing, and communication.

Approving or releasing these, or similar guidelines, is desperately needed to signal California is ready to compete for and win back future business, jobs, and revenue we are currently losing to other states.

If we don’t act soon, many of these events and jobs will be lost forever.

Thank you for your consideration,

Alpine Inn
Anaheim / Orange County Hotel & Lodging Association
Anaheim Chamber of Commerce
Anaheim Convention Center
Anaheim Majestic Garden Hotel
Anaheim Packing District
aRes Travel

ASM Global
Avenue of the Arts Costa Mesa - A Tribute Portfolio Hotel
Basil's
BCT Entertainment Inc.
Beck's Motor Lodge
BEST-VIP
Best Western Plus - Stovall's Hotels of Anaheim
Brewheim Brewing Co.
California Attractions & Parks Association
California State Association of Electrical Workers - IBEW
California Teamsters Public Affairs Council
California Travel Association
Cambria Hotel & Suites
CampCaNOW - RV Park & Campground Alliance
Carter Estate Winery & Resort
Castle Inn
Catalina Express
Caught in the Moment Photography
City of Palm Desert
Cortona Inn & Suites, Anaheim Resort
Costa Mesa Chamber of Commerce
Curtin Convention & Exposition Services Inc.
Destination Concepts Inc.
Destination Irvine
Discover Inland Empire
DogTrekker.com
DoubleTree Suites by Hilton, Anaheim Resort / Convention Center
Downtown San Diego Partnership
Embassy Suites Anaheim-South
Evans Hotels
Eventis Destination Services
Exhibitions & Conferences Alliance
Fresno Convention & Entertainment Center
Garden Grove
Global Experience Specialists Inc.
Go LIVE Together
Great Wolf Lodge
Greater Ontario Convention & Visitors Bureau
Greater Palm Springs Convention & Visitors Bureau
Hampton Inn & Suites by Hilton
Hansji Corporation
Homewood Suites by Hilton
Hotel Council of San Francisco

Hyatt House at Anaheim Resort / Convention Center
Hyatt Place
Hyatt Regency, John Wayne Airport, Newport Beach
IBEW Local Union 11 - Los Angeles
IBEW Local Union 440 - Riverside County
IBEW Local Union 6 - San Francisco
Infinity Events Inc.
Jägerhaus German Restaurant
JW Marriott Los Angeles L.A. LIVE
Kevin Roznowski Photography
Kimpton Shorebreak Resort
Lake Tahoe Resort Hotel
Lake Tahoe Visitors Authority
Long Beach Convention Center
Long Beach Convention & Visitors Bureau
Los Angeles Convention Center
Love Catalina Island - Catalina Island Tourism Authority
Madden Media
Mammoth Lakes Tourism
Marriott Suites Anaheim
Marriott Ventura Beach
Monterey County Convention & Visitors Bureau
Moscone Center
O'Connell Hotels & Hospitality
Oggi's Brewhouse
Ontario Convention Center
Pacific City
Palm Springs Convention Center
Pasadena Convention Center
Pasea Hotel & Spa
Paso Robles Chamber of Commerce
Prospect Staffing Solutions Inc.
Prospera Hotels
Raincross Hospitality Corporation
Riverside Convention Center
SAFE Credit Union Convention Center, Sacramento
San Diego Convention Center
San Diego Tourism Authority
San Diego Zoo & San Diego Zoo Safari Park
San Francisco Travel Association
San Mateo County Silicon Valley Convention & Visitors Bureau
Santa Maria Valley Chamber of Commerce & Visitors Bureau
Santa Monica Travel & Tourism

Segerstrom Center for the Arts, Costa Mesa
Sheraton Park Hotel at the Anaheim Resort
Simpleview Inc.
Sonesta Irvine
Sonesta Simply Suites
Sonoma County Hospitality Association
South Coast Winery Resort & Spa
Taj Campton Place, San Francisco
The Anaheim Hotel
The Darling Hotel, Visalia
Town & County Resort
Tradeshow & Signcrafts Local Union 831 - Southern California
Tradeshow & Signcrafts Union DC 36
Transportation Charter Services Inc.
U.S. Cultural & Heritage Marketing Council
Ventura County Lodging Association
Visalia Convention Center
Visalia Marriott at the Convention Center
Visit Anaheim
Visit Berkeley
Visit Buena Park
Visit Camarillo
Visit Concord
Visit Fresno County
Visit Gilroy
Visit Humboldt
Visit Huntington Beach
Visit Napa Valley
Visit Oceanside
Visit Pasadena
Visit Sacramento
Visit San Jose
Visit Santa Barbara
Visit Santa Cruz
Visit Tri-Valley
Visit Tuolumne County
Visit Vacaville
Visit Vallejo
Visit Ventura
Visit Visalia
Visit West Hollywood
Visit Yosemite | Madera County
Wincome Hospitality

Yotel San Francisco