

# 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 affect 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 CTTC.

## Results & Accomplishments

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

- Working with **USDA Rural Development** to reach out to CTTC constituents to inform them of funding opportunities in key strategic areas. During CTTC Webinars in January for rural constituents, USDA will present how to apply for these opportunities.
- **Snow removal** has become a critical issue in the face of one of the earliest snow seasons in recent history. CTTC brought together winter sports and **California Department of Transportation (Caltrans)** leadership to ensure that winter destinations can be accessed safely and effortlessly. Tourism industry representatives were relieved to find that the Department had implemented an aggressive plan to ensure roads will be kept clear and support local businesses.
- CTTC works with the **California Association for Local Economic Development (CALED)** and with local economic development associations to leverage scarce resources to promote business and visitation to local communities. A presentation to the Upstate California



Economic Development group has led to a collaborative grant effort with the Shasta Cascade Wonderland Association.

- 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 works with the **California Museum**, focusing on California Legacy Trails, a new education program at the California Museum that highlights the unique personal stories that made our state so great. CTTC is promoting this program at the 2010 California Cultural and Heritage Tourism Symposium and on visitcalifornia.com.
- Other state and federal agencies working with CTTC on **heritage and cultural asset promotion** include 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 Caltrans 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 in the midst of planning for the May 2010 event.

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