California Cultural and Heritage Tourism Corps

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

- Creating a "How to Host a Regional Culture and Heritage Regional Event" program for regional partners, which will be unveiled at the January Symposium. This will include a list of potential speakers and volunteers, how to involve city government, how to seek sponsorships, and how to promote the event through CTTC.
- 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.
- Bringing together partners to focus on scenic byways and historic roads throughout the state (see Scenic Byways Program).
- Working with CTTC Web development to better promote culture and heritage on visitcalifornia.com.

Cultural Heritage Marketing

- Worked with regions to promote participation in the 2010 *Cultural Traveler* publication.
- CCHTC will be participating at the Go West Summit in Sacramento, California this February 1-4, 2010. The theme of the national summit will focus on California's culture and heritage, which perfectly complements the goals of the CCHTC.

Cultural & Heritage Tourism Symposium

- On January 27-29, 2010, CCHTC will hold its 6th Annual Symposium in Chico. This event will provide the optimum educational and networking forum and attendees will learn how their state's of historic roads and scenic byways are the paths that lead to California's abundance of culture and heritage.
- The Symposium will also offer the opportunity to build innovative tourism partnerships, create revenue-generating experiences in a challenging economy, and collaborate with partners for more profitable marketing exposure.
- The keynote speaker is Dan Marriott of Paul Daniel Marriott and Associates, and special Friday guest speaker will be Huell Howser, host of "California's Gold."
- Attendees will learn about partnership strategies, building itineraries, grant development, dealing with the recession, and creating innovative marketing programs and events.
- Additional speakers include Beth Macmillan with Reno is Artown; Lauren E. Hooten from the California Cultural Database Project; Jim Conkle from The Route 66 Preservation Foundation; Richard Peterson of the California Academy of Sciences; Doug McConnell, OpenRoad TV; Sheila Armstrong from the U.S. Cultural and Heritage Tourism Marketing Council; and Commissioner Bob Warren from the Redding Convention & Visitors Bureau.

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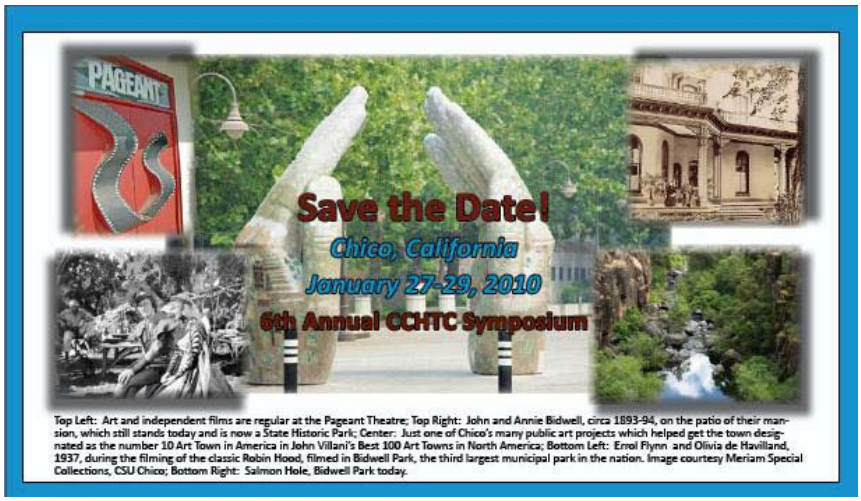

Top Left: Art and independent films are regular at the Pageant Theatre; Top Right: John and Annie Bidwell, circa 1893-94, on the patio of their mansion, which still stands today and is now a State Historic Park; Center: Just one of Chico's many public art projects which helped get the town designated as the number 10 Art Town in America in John Villani's Best 100 Art Towns in North America; Bottom Left: Errol Flynn and Olivia de Havilland, 1937, during the filming of the classic Robin Hood, filmed in Bidwell Park, the third largest municipal park in the nation. Image courtesy Meriam Special Collections, CSU Chico; Bottom Right: Salmon Hole, Bidwell Park today.