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California Association for Local Economic Development

April 22, 2021

The Honorable Senator Mike McGuire
State Capitol, Room 5061
Sacramento, California 95814

RE: Support for SB 285

Dear Senator McGuire:

The California Association for Local Economic Development (CALED), an organization representing more than 800 public and private local economic development professionals, is proud to **Support** your SB 285.

This bill proposes to jumpstart tourism and an economic recovery marketing program through Visit California by providing a one-time allocation of \$45 million of state funds. These funds would be used to engage with active in-state travelers, expand paid media reach into the western region drive markets that border California, followed by broader outreach to a national audience.

CALED supports this measure because it will accelerate the recovery of our tourism and hospitality industry, expand jobs for laid off workers, boost the economy, and boost state and local tax revenues.

Thank you again for your leadership in authoring this bill. CALED looks forward to working to support its passage in the legislative process. Please feel free to contact me at 916-448-8252, whenever needed.

Sincerely,

Gurbax Sahota
President & CEO

cc: Senator Anthony Portantino, Chair, Senate Committee on Appropriations
Members, Senate Committee on Appropriations