



September 5, 2018

The Honorable Edmund G. Brown Jr.
Governor, State of California
State Capitol, First Floor
Sacramento, CA 95814

Dear Governor Brown:

On behalf of the California Travel Association, CalTravel, we urge your support for Senate Bill 905 authored by Senator Wiener that will allow, but not require, the cities of Coachella, Cathedral City, Long Beach, Los Angeles, Oakland, Palm Springs, Sacramento, San Francisco, and West Hollywood to allow certain local businesses to serve alcohol past 2 a.m. and up to 4 a.m.

As the umbrella trade association representing the travel, tourism, and hospitality industry, CalTravel members take immense pride in the experiences and services they provide to tourists. Our membership is made up of cities, destinations, resorts, amusement and water parks, sports venues, transportation companies, industry associations, ad agencies, media companies, and other organizations for whom travel, and tourism is important.

Currently, our California destination cities are at a disadvantage when competing with cities both nationally and internationally for tourists, conventions, and conferences. California must compete with Chicago, Washington D.C., New York City, Las Vegas, Atlanta, Miami Beach, and New Orleans, all of whom have late-night service hours beyond 2 a.m. Senate Bill 905 will align California with at least 15 other states where local jurisdictions have the authority to decide alcoholic beverage service hours. Furthermore, this narrow pilot program allows only nine cities whose Mayors have expressed interest in pursuing later service hours.

Social and nightlife venues are an economic driver in these communities, and the state's food service and entertainment industries generate billions of dollars in consumer spending and employ well over a million Californians. In fact, last year the tourism industry in California generated \$132.4 billion in spending that supported over 1.1 million jobs and generated \$10.9 billion in state and local taxes to support vital public services.

Senate Bill 905 is a well-balanced solution that provides local cities the ability to participate in a pilot program that will give them additional tools to enhance their local economies, while helping to grow our travel and tourism industry.

For these reasons and more, we respectfully request your signature on Senate Bill 905.

Sincerely,

A handwritten signature in black ink that reads "Barbara Newton". The signature is written in a cursive, flowing style.

Barbara Newton
President and CEO
California Travel Association