

DATE

Draft mayor letter to the Gov

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

Re: Urgent Action Needed to Prevent Future Loss of Jobs and Revenue from Cancelled Corporate Meetings, Events and Conventions

Dear Governor Newsom:

As local elected officials of cities and counties who rely on business meetings, events, and conventions to provide good-paying jobs for residents and revenue for critically needed services, we are urging you to release COVID-19 guidelines for this sector of the tourism industry immediately.

This industry is unique because it requires several months, sometimes years, lead time to book and plan events. The lack of any reference to this sector in your Blueprint for a Safer Economy is sending a signal that California is closed indefinitely and allowing other states to take business from California not just today, but events that won't take place until several months and even years from now.

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.^{1 2} This sector of the economy has been devastated by the pandemic. **California is losing \$4.1 billion every month we delay safely reopening for meetings and events.**

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, shared proposed safety guidelines with the Administration back in June 2020. These protocols adhere to safety standards established by the Centers for Disease Control and Prevention (CDC) and California Department of Public Health (CDPH). They include best practice recommendations for sanitation, staff training, physical distancing, and communication.

This industry desperately needs guidelines from your administration to signal California is ready to compete for and win back jobs and revenue we are currently losing to other states. Without action from you soon, many of these events and jobs will be lost forever.

Sincerely,

¹ Oxford 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.

² Oxford 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.