



Dear Industry Partners,

Visit California's Board of Directors last Friday unanimously approved a \$65.3 million 2020-21 fiscal year budget to carry marketing programs through June 30 of next year.

The program is down significantly from the previous fiscal year but reflects prudent projections of revenue during this extraordinary pandemic and about \$10 million carried over from the previous fiscal year.

You'll recall the board approved a six-month plan in June to allow time to evaluate revenue and make more precise projections for the final six months of the fiscal year. The plan approved Friday incorporates the best estimates from our team given the uncertainties of today, and we have budgeted accordingly. There is \$2.6 million in opportunistic spending dependent on those revenue projections, and assuming it transpires, the board will be asked to push that money into the program.

Notably, the spending plan includes \$22 million to extend our global brand and \$10.9 million for in-state marketing, the first time Visit California has marketed to Californians since the recovery after the Sept. 11, 2001 attacks. It also includes \$1 million in spending from the crisis reserve to help recovery from the wildfires and pandemic.

There are reductions in nearly all categories, particularly reflecting the pandemic realities limiting in-person events and, tragically, international travel. There's no way to message or nuance the fact that we really don't see a runway for the next several months, at least, on the international front. We have budgeted about \$200,000 to keep offices open in Mexico, Canada and the United Kingdom so we can be on the starting blocks and competitive when things begin to open.

Visit California's board members expect this spending plan will jumpstart the tourism resurgence in California and put us on the road to full recovery. [Go to this link on the Visit California industry site](#) to download the full presentation from the Oct. 2 meeting.

As always, thank you for your support and resilience during this time.

Be Well,

A handwritten signature in black ink that reads "Caroline Beteta". The signature is fluid and cursive, with a prominent flourish at the end.

Caroline Beteta
President & CEO
Visit California