February 22, 2019

The Honorable Bill Dodd
Chair, Senate Governmental Organization Committee
Sacramento, CA 95814

Re: Senate Bill 58 (Wiener): Alcoholic beverages: hours of sale – Support

Dear Chair Dodd:

On behalf of the California Travel Association, CalTravel, we urge your support for Senate Bill 58 authored by Senator Wiener that will allow, but not require, the cities of Cathedral City, Coachella, 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 58 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 certain 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, in 2017 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 58 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 support for Senate Bill 58.

Sincerely,

Barbara Newton
President and CEO
California Travel Association