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**California State Assembly**  
**ARTS, ENTERTAINMENT, SPORTS, AND TOURISM**



**MIKE GIPSON**  
CHAIR

**Chief Consultant**  
Brian Anderson

**Committee Secretary**  
Tabatha Vogelsang

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**INFORMATIONAL HEARING**  
**ASSEMBLY COMMITTEE ON ARTS, ENTERTAINMENT, SPORTS, AND TOURISM**

**THE IMPACT OF EVENTS AND GATHERINGS ON CALIFORNIA TOURISM**

October 2, 2024

1:00 PM to 4:00 PM

State Capitol, Room 444

**AGENDA**

- I. Introduction: Chair Gipson
- II. Overview of the Tourism Industry and Bringing Events to California
  - a. Emellia Zamani, Director of Government Affairs and Public Policy, California Travel Association (CalTravel)
  - b. Anthony Brenneman, Executive Director, Orange County Sports Coalition, Co-Chair of the California Sports Coalition
  - c. Nathan Kopp, Vice President, Strategic Initiatives, Sports San Diego, California Sports Coalition
- III. Tourism Impacts to Cities that Host Events and Gatherings
  - a. Mike Testa, President and Chief Executive Officer, Visit Sacramento
  - b. Brenda Tucker, Director, Arts Marketing, San Francisco Travel
- IV. Organizers and Venues – Planning, Challenges, and Economic Impacts of Hosting
  - a. Martha Saucedo, Chief External Affairs Officer, Anschutz Entertainment Group, Inc. (AEG), owners of the Crypto.com Arena in Los Angeles and Dignity Health Sports Park in Carson, and operators of Shrine Auditorium in Los Angeles and the Oakland–Alameda County Coliseum and Oakland Arena in Oakland, and the Pechanga Arena in San Diego.
  - b. Andy Foster, Executive Officer, California State Athletic Commission
- V. Public Comment