

Date of Hearing: February 20, 2019

ASSEMBLY COMMITTEE ON ARTS, ENTERTAINMENT, SPORTS, TOURISM, AND
INTERNET MEDIA

Kansen Chu, Chair

ACR 25 (Gloria) – As Introduced February 6, 2019

SUBJECT: California Attractions and Parks Day.

SUMMARY: Would recognize March 14, 2019, as California Attractions and Parks Day, and urge the legislature to take actions to commemorate the 15th anniversary of the California Attractions and Parks Association and celebrate the organization's role and many contributions to California's tourism industry through its promotion, support, and sponsorship of a wide variety of activities and programs at attractions and parks throughout the state.

Specifically, **this resolution makes the following findings and declarations:**

- 1) The California Attractions and Parks Association was founded in 2004 as a trade organization of the most active and engaged amusement attractions and parks in California and 2019 represents the organization's 15th anniversary.
- 2) California is home to more than 430 attractions throughout the state, including large destination theme parks and resorts, small local amusement parks, and water parks, and these attractions and parks have been the setting for countless family memories, have inspired billions of guests, and provide the opportunity for entertainment and fun for people from all walks of life.
- 3) California's amusement parks attract 92.3 million visitors annually, which represents 30 percent of the nationwide attendance at amusement parks.
- 4) The theme, amusement, and water park industry generates \$12.6 billion in direct and indirect revenue impact to the state, contributing significantly to local economies and California's economy in whole.
- 5) California's amusement parks are a driving force behind the state's vibrant tourism industry, which, in 2017, accounted for revenues of approximately \$132.4 billion spent by visitors to the state, helped to support over one million jobs, and generated roughly \$10.9 billion in state and local taxes to support vital public services, including police, fire protection, health and homeless services, park maintenance, education, and road repair.
- 6) California's amusement parks pay approximately \$1.5 billion annually in federal, state, and local taxes, and are a major employer in the state, supporting 99,028 jobs paying an estimated employee compensation of \$2.7 billion.
- 7) The amusement park industry places great importance on employee training and providing growth opportunities to employees, and a majority of senior management personnel in California's amusement parks started their careers as entry level employees.

- 8) California's amusement parks adhere to safety standards prescribed by ASTM (American Society of Testing and Materials) International, a globally recognized leader in the development and delivery of voluntary consensus standards, and rules and regulations prescribed by the Division of Occupational Safety and Health (CAL/OSHA) in the Department of Industrial Relations.
- 9) California's amusement parks believe in giving back and sponsoring a wide variety of community-based programs, which include free admission for veterans and active military personnel, firefighters, and law enforcement, programs to benefit the Make-A-Wish Foundation, granting wishes for kids with life-threatening medical conditions, free field trips for children in underserved communities, free admission to low-income and displaced families, longstanding partnerships with Special Olympics and Goodwill Industries, programs providing jobs to the disabled community, college scholarships and achievement awards for local students, and millions of dollars raised and provided to local community-based charities.

FISCAL EFFECT: None. This resolution is keyed non-fiscal by the Legislative Counsel.

COMMENTS: According to the author, "ACR 25 will acknowledge the important role attractions and parks play in California's past, present, and future. These attractions and parks have been a vital part of California's culture and have provided countless memories for those who have visited them. Not only have our amusement parks provided the opportunity for entertainment and fun, but they are also a vital part of California's economy and tourism industry. This resolution will also highlight the important contributions that have been made to California's tourism industry by the California Attractions and Parks Association."

CAPA in turn, adds in their support of this measure, "CAPA's members are a vibrant segment of California's economy. Our parks support nearly 100,000 jobs and generate \$12.6 billion in direct and indirect revenue impact to the state. In 2017, California's parks generated \$10.9 billion in state and local taxes to support vital public services such as police, fire protection, health and homeless services, among others. They are also active contributors to community-based programs and sponsor programs that benefit low-income and displaced families, the disabled community, students, veterans, military personnel, law enforcement, and firefighters. Finally, California's parks provide the setting for countless joy, memories, and dreams. These parks were born of creativity and they inspire creativity. They draw young and old alike to forget their worries for a time and to enjoy life."

REGISTERED SUPPORT / OPPOSITION:

Support

California Attractions and Parks Association (Sponsor)

Opposition

There is no opposition on file.

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