



Orange County Associates Virtual Exchange (OCTAVE)
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A New Chapter for Regional Collaboration

By Zoot Velasco, OCBC & Jobs First Tourism Consultant

California's Community Economic Resilience Fund (CERF) program launched in 2021 in response to the economic disruptions of the COVID-19 pandemic, allocating approximately \$600 million statewide from 2022 to 2024 in support of regional coalitions in developing equitable, climate-aligned economic recovery plans, laying the groundwork for what is now known as **California Jobs First**, starting in 2023. Jobs First was a turning point in how regions approach economic development, prioritizing sector-based strategies, cross-sector partnerships, and inclusive workforce pathways. Built on the principle that economic growth must be both competitive and equitable, the initiative encouraged regions to assess their strengths, identify gaps, and align public and private stakeholders around shared industry priorities. In Orange County, tourism and outdoor activation quickly emerged as a cornerstone sector, powering small businesses, sustaining jobs across skill levels, and shaping the county's global brand.

The **Orange County Business Council** advanced the [**OC Tourism Activation Plan**](#), a comprehensive strategy designed to unify tourism

leaders around equitable workforce development, sustainability, and innovation. This strategic planning effort included plans to form a countywide coalition of tourism leaders who committed to sharing successes, challenges, needs, recommendations, best practices, solutions to skills gaps, and emerging trends. That coalition, now known as OCTAVE (Orange County Tourism Associates Virtual Exchange), has brought together more than 100 leaders from the initial steering committee, destination marketing organizations (DMOs), business executives, academic programs, chambers of commerce (including ethnic chambers), nonprofit community-based organizations, funders, city officials, and pilot programs.

If you are reading this newsletter, you are part of that conversation. And **here is a consensus of what we heard...**

RECOMMENDATIONS/BEST PRACTICES

➤ **Getting Out of Our Silos**

Tourism leaders across Orange County agreed on one thing above all else: collaboration is no longer optional. There is a strong interest in expanded cooperative marketing and strategic partnerships that promote the county as a unified yet diverse destination. Some participants expressed interest in exploring a “county-wide DMO” model; others strongly opposed that concept. However, every voice agreed that Orange County needs stronger state-level advocacy, particularly around transportation issues and funding. Moving visitors efficiently between beaches, theme parks, downtowns, arts districts, and sports venues remains a major barrier. With more than 50 million annual visitors contributing billions to the county's economic impact, improving connectivity between tourism zones is not just a visitor-experience issue; it is an economic imperative.



➤ **Planning for Global Events**

Upcoming mega-events such as the 2028 Olympics in the Los Angeles region and FIFA World Cup matches will only intensify the need for better coordination and transportation. (See our companion article on this subject in this issue.) Leaders emphasized the urgency of coordinated planning for visitors. These events represent generational opportunities to showcase Orange County’s assets from coastal cities to cultural corridors.

➤ **Workforce Access and Affordability Challenges**

While tourism remains one of the most accessible entry points into the workforce, leaders acknowledged a stark reality: many workers cannot afford to live near their jobs. Housing costs in Orange County rank among the highest in the nation. Workers are increasingly commuting from inland communities, adding transportation costs, stress, and turnover risk. Coalition leaders emphasized expanding outreach to underserved local populations while also advocating for policies that address housing affordability and transit connectivity. Workforce stability depends not only on recruitment but on livability.

➤ **Green Initiatives and Waste Reduction**

Sustainability is no longer niche—it is mainstream. From eco-conscious travelers to corporate ESG commitments, environmental responsibility shapes consumer behavior. Catering and food waste emerged as a significant concern. Nationally, the United States wastes approximately 30–40% of its food supply. Tourism-heavy industries such as hospitality and events play a major role in both the problem and the solution. Overall, in the United States, food and beverage packaging (much of which is used in catering and event services) accounts for about 35% of total plastic waste, with

Americans discarding roughly 125 pounds of food packaging/per person annually. Much of this packaging includes single-use plastic containers, utensils, cups, and straws commonly used in catered events. Our upcoming Earth Day issue will explore green initiatives.

➤ **Identifying the Workforce Pipeline**

A central question resonated across discussions: “**What does upward mobility look like in tourism?**” How does a worker move from a fast-food job to restaurant management? From front-desk clerk to hotel executive? What roles do internships, apprenticeships, community college programs, and university hospitality pathways play? Leaders called for clearer career pathway mapping and stronger employer-academic partnerships to make advancement visible and achievable. Internships must not only exist but also be designed to lead somewhere. We will have more on this in upcoming newsletters.

➤ **Rising Employer Costs and Declining Loyalty**

Employers report skyrocketing costs for labor, insurance, regulations, and training. At the same time, employee tenure has shortened dramatically in the post-pandemic labor market. It is increasingly common for employers to invest heavily in recruitment and training, only to lose workers shortly thereafter. The conversation focused on culture-building, mentorship, career visibility, and competitive benefits as strategies to improve retention. The new generation seeks meaning, mobility, and flexibility—factors that must be incorporated into workforce design. We will discuss this in several upcoming newsletters.

SKILLS GAPS IDENTIFIED

➤ **Soft Skills in a Digital Age**

Leaders described a consistent challenge: digital natives often struggle with in-person communication, interviewing skills, and professional etiquette. Interestingly, restaurants were widely cited as one of the best training grounds for soft skills, teaching teamwork, customer engagement, time management, and conflict resolution in real time. Hospitality, in this sense, is not just employment; it is leadership training. We will have an upcoming article on this issue.



➤ **Personal Finance Education**

Leaders also identified a lack of personal financial literacy among young workers. Budgeting, credit management, and long-term financial planning are critical for workforce stability, yet often underdeveloped.

➤ **Technical and AI Literacy**

There was strong agreement that every graduate, regardless of discipline, should possess foundational knowledge in social media strategy, digital marketing analytics, AI applications, and

emerging technologies. These skills increasingly define employability in tourism marketing, branding, event management, and operations.

EMERGING TRENDS SHAPING OC TOURISM

➤ **Rethinking Hospitality Education**

Colleges are rethinking how they market hospitality management programs to Generation Alpha, while employers are reimagining internships as paid, skills-based pipelines rather than observational experiences. We have an upcoming article on this issue.

➤ **Corporate Social Responsibility and Social Enterprise**

Corporate social responsibility is becoming the norm. Social enterprises and B-Corps are increasingly embedded in tourism markets, reflecting traveler demand for ethical, more personal, and community-centered experiences.

➤ **Ecotourism and Microtourism**

Ecotourism and microtourism are rising globally and locally. Our own Jobs First-funded community-based pilot programs, such as Store One in Anaheim and Cooperación Santa Ana’s micro-farm and coffee house, demonstrate how hyper-local experiences can attract visitors while reinvesting in neighborhoods. Travelers increasingly seek authentic, small-scale, sustainability-driven experiences over mass tourism alone. Several articles on this issue and our pilots are forthcoming.

➤ **Strategic Partnerships and Cooperative Marketing**

Strategic Partnerships create ways for tourism sites to collaborate rather than compete, making a “high tide that raises all ships.” Cooperative marketing campaigns are expanding, leveraging a pool of resources and maximizing reach. With advertising costs rising and digital algorithms evolving, partnership-based storytelling is proving more efficient and impactful.

➤ **AI and Event Innovation**

AI is reshaping tourism marketing, from search to predictive analytics to personalized visitor experiences and automated event management systems. Technology is also influencing the types of events we produce, blending digital engagement with physical experiences.



➤ **Transportation Innovation**

Velotaxis, self-driving taxis, and greener vehicle fleets are no longer futuristic concepts; they are operating realities. As mobility evolves, tourism leaders see opportunities to align sustainability goals with enhanced visitor movement across destinations.

MOVING FORWARD TOGETHER

The message from our 100+ tourism leaders is clear: Orange County’s tourism ecosystem is strong, but it must be more connected, more inclusive, and more future-focused. These consensus insights are being shared here in this newsletter and throughout our OCTAVE network to keep the dialogue active and solutions-oriented.

We heard you. Now we continue the work. If you have additional news, best practices, research, or ideas relevant to this conversation, we would love to hear from you. OCTAVE is a virtual exchange built on collaboration—and its strength depends on participation. Please contact us, and we will do our best to include your voice in future issues. Together, we are shaping the future of Orange County tourism.

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Connecting The Dots: OC’s Role in the Olympics & World Cup

Our **Orange County Sports Commission**, led by Anthony Brenneman, has been hard at work coordinating Orange County’s part in the **FIFA World Cup** (to be jointly hosted by the United States, Mexico, and likely Canada), held this year for men and next year for women, and the 2028 **Summer Olympics**. Both present opportunities for OC to showcase its venues, communities, and tourism attractions on the global stage.

Orange County tourism leaders are deliberately tempering expectations around the **FIFA World Cup** because the county’s role is largely supportive rather than event-hosting, which historically results in smaller on-site audiences and limited visitor spillover. With official World Cup matches concentrated in Los Angeles and other designated host cities, Orange County is more likely to serve as a training base, lodging market, or day-trip destination rather than a primary fan hub. Past mega-event patterns show that fans overwhelmingly prioritize staying close to match venues due to ticket scarcity, transportation constraints, security perimeters, and tight match schedules, which reduces discretionary travel to



neighboring counties. In addition, FIFA’s highly centralized fan zones, sponsor activations, and media programming tend to be located within host cities, further limiting spontaneous overflow visitation. As a result, OC tourism agencies are planning conservatively, focusing on incremental gains in hotel occupancy, international visibility, and pre-/post-event travel rather than assuming large crowds or sustained spending during match days. This measured approach reflects an understanding that while the World Cup elevates global awareness of Southern California as a whole, the direct economic impacts are most concentrated where matches are played, with Orange County benefiting more from long-term brand exposure than from short-term surges.



For the **2026 Men’s World Cup**, the **Great Park Sports Complex** in Irvine has been identified as a potential FIFA team base camp site, including reported plans for the U.S. Men’s National Team to train there. This establishes Orange County’s suitability to host elite international teams for training, even if official matches occur elsewhere. Though the specifics of the 2027 Women’s World Cup are still emerging, precedent suggests that Orange County’s high-quality training facilities (such as the Championship Soccer Stadium and Great Park fields) and hospitality infrastructure could again be leveraged for base camps, practice sessions, or supporter events.

The 2028 Summer Olympics is a bit different story. The **Honda Center** in Anaheim is officially designated to host indoor volleyball competitions during the 2028 Olympics. The **2027 Women’s Volleyball World Championships** will also be held at the Honda Center and will provide a valuable real-world “dry run” for Orange County and venue operators ahead of the 2028 Olympic Games, where the same arena will host Olympic indoor volleyball featuring many of the same national teams, governing bodies, and international audiences. Hosting a major global volleyball championship one year in advance allows the OC Sports Commission, the Honda Center, the City of Anaheim, and regional partners to test and refine critical operations, including court conversion, athlete and media circulation, broadcast infrastructure, security protocols, multilingual wayfinding, and spectator flow. It also gives local organizers experience coordinating with international federations, national teams, and rights-holding broadcasters under conditions similar to the Olympics, but at a smaller, more manageable scale. From a tourism and economic development perspective, the 2027 championships enable Orange County to pilot hotel coordination, transportation demand management, and visitor services tailored to international sports travelers—lessons that can be directly applied to Olympic planning. As a result, the event functions not just as a standalone championship, but as a strategic rehearsal that reduces risk and improves readiness for one of the most visible Olympic venues in the region.



The arena has a seating capacity of over 18,000 and regularly accommodates professional sports and entertainment events. Its selection places Orange County directly in the Olympic venue footprint, drawing athletes, media, and spectators to the region.



The **Olympic surfing** competition at **Lower Trestles Beach** in **San Onofre State Park** near **San Clemente** is expected to be one of the most distinctive and globally visible Orange County–based events of the 2028 Games, building on the site’s reputation as a world premier high-performance surf break. Lower Trestles is internationally known for its consistent swell, long peeling waves, and ability to accommodate multiple competitive heats in a single day—qualities that make it well-suited for Olympic-level judging and broadcast requirements. Unlike stadium sports, the surfing competition will take place in a natural coastal environment, requiring extensive coordination across ocean conditions, environmental protection, public access, and spectator management. Event operations will include temporary judging towers, broadcast platforms, athlete areas, and controlled viewing zones, while maintaining compliance with state park regulations and coastal conservation standards. Because surfing is highly dependent on wave quality, the Olympic competition window is expected to span multiple days to ensure fair conditions, which increases international media exposure for Orange County’s coastline. From a tourism perspective, the event highlights San Clemente’s surf culture, coastal trails, and small-town beach economy, positioning the region as an authentic Southern California surf destination rather than a purpose-built Olympic venue, and offering long-term branding benefits that extend well beyond the Games themselves.

The Orange County Sports Commission (OCSC) and county officials have been planning to support “LA28”-related opportunities, including training camps, watch parties, and cultural activations that engage local communities. Cities are encouraged to partner with the commission to expand their participation in the Olympics beyond primary venues. OCSC is a not-for-profit community-based organization, an event producer, and a microtourism social enterprise with years of experience in producing sporting events.

The **Orange County Transportation Authority** is benefiting from regional coordination and investment aimed at improving transit access not only to Olympic venues, but across Orange County’s major tourism zones, a long-standing challenge in Southern California and particularly in Orange County. Unlike many global destinations, Southern California’s attractions are highly dispersed, with limited seamless transit connections between airports, resort districts, beaches, and cultural sites.

(In our Analysis of OC’s Tourism leaders, Transportation issues are the number one recommendation for improving tourism in the county.) As a county, we rely heavily on private vehicles to move visitors between Anaheim, coastal cities, and inland destinations. The scale and visibility of the Olympics and related international events create a rare opportunity to pilot solutions to these gaps, including enhanced regional rail connectivity, expanded bus rapid transit, first- and last-mile shuttles, coordinated wayfinding, and visitor-friendly fare systems that link tourism hubs. By testing these improvements under peak international demand, Orange County can address chronic mobility barriers that affect both visitors and residents, using the Games as a catalyst for longer-term transportation improvements that support tourism competitiveness, workforce access, and sustainability well beyond 2028. OCTA’s “OC Connections for LA28” project received funding from the Mobile Source Air Pollution Reduction Review Committee to support transit improvements that will serve Olympic venues and high-demand tourist areas, including Anaheim, Santa Ana, Costa Mesa, and coastal cities, an early indicator of how transportation planning is being aligned with the Games. Regional efforts like the Connect OC-LA Transit Study reflect coordinated planning between OCTA and neighboring agencies to improve transit connections between Orange and Los Angeles counties ahead of the 2028 Olympics, which could benefit long-distance travel for event visitors.



Beyond sporting venues, Sporting event audiences will take advantage of our numerous world-class attractions. OC’s participation in world-class events like these is the beginning of improvements in transportation, infrastructure, and marketing, leading to increased global visibility, economic activity, and community engagement.

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Legislating Tourism

By Zoot Velasco



California's economy, as well as that of Orange County, thrives on tourism from theme parks and beaches to historic sites and culinary experiences. Legislation that drives tourism opportunities or creates hurdles to growth and innovation can mean huge gains or losses for OC tourism in a changing landscape driven by new technologies, efforts to create jobs for local underserved populations, and the need to accommodate green initiatives. Below, we break down major legislative and regulatory moves across several categories that directly influence the tourism ecosystem.



1. Selling Homemade Food: Cottage Food Law

California's Cottage Food Act and related home-kitchen regulations significantly impact small food entrepreneurs and local food tourism. Originally passed in 2013, the California Homemade Food Act legalized the production and sale of certain non-hazardous homemade foods (such as baked goods and candies) from a homeowner's kitchen, expanding culinary options for local producers, farmers' markets, and food-minded tourists seeking authentic, local food experiences. There are two primary forms: Cottage Food Operations (CFOs), which allow the sale of

approved low-risk foods directly to consumers or (with a permit) through retailers; and Microenterprise Home Kitchen Operations (MEHKO), which expands offerings and permits the sale of more types of prepared meals from home, though only in cities/counties that opt in.

Orange County follows the state's cottage food framework, requiring CFOs to register or permit through the local health department, helping ensure food safety while supporting local vendors (who can attract tourists to markets and events). This law positively expands authentic local food experiences, benefits small food businesses, and supports culinary tourism, but limits on food types and sales caps can constrain scaling and variety.

2. Short-Term Rentals (STRs) and Tourism Housing

STRs, including Airbnb and VRBO listings, play a major role in California's tourism infrastructure by expanding lodging options beyond traditional hotels. However, cities and counties have had mixed approaches. Senate Bill 346 (effective January 1, 2026) empowers local governments to compel platforms like Airbnb and VRBO to share listing information (addresses, parcel IDs, URLs) to help enforce transient-occupancy tax (TOT) collection and compliance with local rules. Cities must adopt ordinances to invoke these provisions. Many coastal and tourism-heavy jurisdictions (e.g., Oceanside, Monterey County) cap,

regulate, or even ban STRs in certain neighborhoods to preserve housing for residents and reduce neighborhood disruptions. Irvine, Garden Grove, Lake Forest, Villa Park, Westminster, Costa Mesa, Stanton, and Santa Ana have prohibited or effectively banned short-term rentals in residential areas. Newport Beach, Orange, Fullerton, Anaheim, Laguna Beach, and San Juan Capistrano still allow STRs but with caps, freezes, moratoriums, or strict limits. STRs help cities capture more tourism tax revenue and manage community impacts, while restrictions and bans can reduce the availability of visitor lodging, harming tourism income and traveler choice. Cities should consider regulation in place of full bans.



3. Street Vending and Homemade Food at Tourist Venues

The Safe Sidewalk Vending Act (SB 946) decriminalized street vending statewide, allowing the sale of food and goods under specified conditions and limiting penalties to administrative fines. Local enforcement, however, varies. Cities such as Anaheim have considered stricter enforcement (including impounding vendor equipment for violations), reflecting tension between supporting small food entrepreneurs and maintaining public safety near event venues. This law encourages diverse street food offerings, which are attractive to visitors. However, regulatory limits and enforcement challenges can suppress informal food experiences near major attractions. Regulators must find a balance that protects all parties and encourages entrepreneurship without harming established businesses.



4. Autonomous and Driverless Vehicles

California leads in autonomous vehicle (AV) technology — including robotaxis — but regulations remain in flux. The state’s DMV and CPUC frameworks govern autonomous testing, deployment permits, and pilot programs for driverless passenger services, requiring permits and safety compliance. A known quirk in traffic laws historically prevented autonomous cars from receiving traffic tickets because citations must be issued to human “drivers”; newer laws (e.g., AB 1777) create mechanisms to issue non-compliance notices to companies rather than tickets to vehicles. Cities and counties lack uniform zoning or local rules on robotaxis and have considered additional ordinances to limit numbers or mandate local oversight, but statewide consistency remains unresolved. Driverless vehicles enhance airport transfers, city tours, and transit to attractions. However, regulatory uncertainty and safety concerns could delay widespread adoption of services.

5. Historic and Cultural Districts

Under state and local laws, areas of cities can be designated as State Historic Districts. Just in the past few years, the state has also adopted State Cultural Districts through the California Arts Council. These designations can raise property values, increase owner participation in a neighborhood, and protect

cultural and historic resources. They can also be a driver for tourism in areas previously not considered tourist destinations. Orange County currently has Old Towne Orange Historic District (City of Orange), Plaza Historic District (City of Orange), Anaheim Colony Historic District (Anaheim), Downtown Santa Ana Historic Districts (Santa Ana), French Park Historic District (Santa Ana), Los Rios Street Historic District (San Juan Capistrano), North Beach Historic District (San Clemente), Crystal Cove Historic District (Laguna Beach), and George Key Ranch Historic District (Placentia) are all designated historic districts. Currently, Orange County has no State-designated Cultural Districts. Perhaps that is an opportunity for the future.



For example, Old Towne Orange Historic District was listed on the National Register of Historic Places in 1982, encompassing the Plaza (Orange Circle) and surrounding residential neighborhoods. This designation did not freeze the area in time, but it created a preservation framework that shaped reinvestment, branding, and visitor appeal. Historic designation required that new development and renovations respect the district’s architectural character. As a result, Old Towne Orange retained a cohesive, walkable historic environment that clearly differentiates it from newer shopping centers and downtowns. That authenticity is a core draw for visitors seeking experiences that feel “local” and historic rather than generic. This preserved character became the foundation for antique and specialty retail clustering; independent restaurants and cafés in historic buildings; film, photography, and wedding use; and walking tours and heritage-based events. In tourism terms, the district became a destination rather than just a commercial area. The historic designation helped legitimize and protect large-scale public events that now function as tourism drivers. The most notable example is the Orange International Street Fair, which has been held annually since 1973 but has grown significantly since the district’s formal recognition and reinvestment. Following designation, property owners gained access to preservation incentives, including The Mills Act, which offers property tax reductions for rehabilitating historic properties, and the California State Historic Building Code, which allows flexible upgrades to older buildings. These tools made it financially feasible to convert historic structures into restaurants, boutiques, offices, and visitor-serving businesses rather than replacing them. This adaptive reuse increased economic activity while preserving the district’s tourism appeal.

6. Film & Television Tax Credit Expansion

In 2025, California lawmakers expanded the state's Film and Television Tax Credit Program by increasing the annual cap on incentives from around \$330 million to \$750 million. This increase — already approved by the Legislature and expected to be signed into law — aims to reverse the flight of production away from California and draw film and TV work back to the state. California has also considered further expansion (e.g., AB 1138) that would broaden eligibility and increase incentives for production, including series, animated films, and large-scale shows. Bringing more film/TV production to California boosts local spending on crews, locations, hotels, food service, transportation, and lodging. It enhances the state's global brand recognition. Productions shot in California serve as indirect tourism marketing.



Currently, there are several bills proposed in Sacramento that would influence tourism:

- The proposed **Outdoor Access and Recreation Economy (OARE) Act** would establish a more coordinated, statewide approach to advancing California's outdoor recreation economy. Building on findings from the U.S. Bureau of Economic Analysis that outdoor recreation contributes more than 2.1% of the nation's GDP, the bill seeks to position California alongside the 24 states that have created Offices of Outdoor Recreation. Although California has strong nonprofit support structures for state parks — including the California State Parks Foundation and Parks California — state parks account for less than 2% of California's public lands. The OARE Act would provide a centralized, proactive state-level voice to strengthen coordination, promotion, and economic development across all public lands, including federal landscapes managed by agencies such as the National Park Service, Bureau of Land Management, and U.S. Forest Service. The Act connects and advances recommendations from the California Natural Resources Agency's Outdoors for All Strategy, the Governor's Office of Business and Economic Development Jobs First report, and the California Wildfire and Forest Resilience Task Force's Joint Strategy for Sustainable Recreation and Wildfire Resilience. It would help develop new public and private funding streams, support marketing and communications that promote outdoor recreation, expand access through projects such as rails-to-trails and trail corridor development, enhance youth and diverse community engagement, and strengthen data collection and economic modeling to better track participation and economic impact. Importantly, the bill reinforces an all-inclusive definition of outdoor recreation — from hiking and cycling to off-highway vehicle use, hunting, and fishing — while promoting health, economic vitality, and long-term resilience across California's outdoor landscapes.

- **Assembly Bill 342 — Hospitality Zones & Extended Alcohol Service** (Proposed). This bill, proposed by Assemblymember Matt Haney, would allow cities to create designated “Hospitality Zones” where bars and restaurants could serve alcohol until 4 a.m. on certain days (e.g., Fridays, Saturdays, state holidays). Under current state law, most alcohol service must stop by 2 a.m. statewide. The idea is to help revitalize downtowns, strengthen nightlife economies, and attract visitors, especially during major events and conventions. Cities would opt in rather than be required to adopt the later hours. Proponents argue this would make California more competitive with other domestic tourism markets and help hospitality businesses recover ground lost since the pandemic. Those against the bill argue it may increase vice and alcohol-related crime, increasing costs for law enforcement. If passed, AB 342 could extend visitors’ time spent in entertainment districts, increase spending in restaurants, bars, hotels, and nightlife venues, and boost overall visitor appeal — especially for major urban centers that lean on vibrant nightlife as part of their tourism strategy.



- **Visit California Marketing Initiatives:** While not a bill in the Legislature, Visit California’s 2025 marketing renewal campaign (Forward Together) is a critical tourism support mechanism. It’s an industry-led assessment that funds global marketing to attract travelers to California — a central part of the state’s tourism strategy. Renewing this marketing effort helps ensure California remains top of mind for domestic and international visitors, which can translate into increased travel, lodging stays, spending, and jobs.

Other Bills that help Tourism Efforts Tangentially

- **CEQA/Development Bills with Tourism Relevance:** Several bills streamline environmental review (e.g., AB 130 and associated CEQA-related provisions), which can accelerate infrastructure and development projects — potentially including tourism infrastructure — by reducing permitting delays.
- **Housing/Hospitality Workforce Initiatives:** Bills aimed at housing development and workforce stabilization — although not tourism-specific — indirectly help tourism by enhancing the hospitality labor market and making it easier for workers to live near job centers. These include streamlining housing near transit or expanding the affordable housing authority concepts.

You can find more bills being tracked by **Cal Travel**, our tourism advocacy group, [HERE](#).

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Articles written by [Zoot Velasco](#). In our next edition, we will give you a glimpse into the future of Orange County Tourism, featuring new trends and technologies, many of which are already here!

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Do you have **IDEAS** to be shared with OC's Tourism Leadership of Employers, Educators, Business Leaders, and Destination Marketing Organizations?

We want your successes, challenges, needs, recommendations, best practices, emerging trends, and solutions to skills gaps!



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